



KAMBAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Thiruvalluvar University)
Accredited By NAAC & An ISO 9001:2015 Certified Institution
Thenmathur, TIRUVANNAMALAI - 606 603.

SOUVENIR NCRAIBC'24

NATIONAL CONFERENCE

ON

THRUST AREAS IN ARTIFICIAL
INTELLIGENCE AND COMMERCE

29-02-2024

**Organized By
DEPARTMENT OF COMMERCE, CA, FA & BBA**

kcascomeca@gmail.com

National Conference on Role of Artificial Intelligence in Business and Commerce

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MESSAGE FROM THE VICE CHAIRMAN



I gives me pleasure to note that Department of Commerce CA, FA & BBA at Kamban college of Arts and Science for Women, Tiruvannamalai is organizing a National Conference on Thrust Areas in This conference knowing the Thrust Areas in “ARTIFICIAL INTELLIGENCE IN BUSINESS AND COMMERCE.” on 29th FEBRUARY 2024. I am sure the deliberations will immensely help the Provisional and students who participate in it.

I wish the organizers of the conference and the participants a grand success.

With Love & Blessings

Er. E. V. KUMARAN M.E.,

Vice chairman



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MESSAGE FROM THE REGISTRAR



I am happy that the Department of Commerce CA, FA & BBA is organizing “National Conference on Thrust Areas in “ARTIFICIAL INTELLIGENCE IN BUSINESS AND COMMERCE” on 29th FEBRUARY 2024. I wish the conference all success and wish that new perspectives are gained by all who participate in conference.

Best wishes for a successful conference.

With Love & Blessings

Dr.R.SATHIYASEELAN

REGISTRAR



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MESSAGEFROMTHEPRINCIPAL



Hearty congratulations to all the organizers involved in the “National Conference on Thrust Areas in Nanotechnology” on 22nd September 2023. Idiopathic the conference will enable all participants to gain and exchange knowledge in the current field. I also trust the souvenir will prove to be an effective instrument to present the research work of the participants.

I extend my good wishes to all the members of the Department and Participants for a successful conference.

With Love & Blessings

Dr.S.SEETHALAKSHMI

PRINCIPAL



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MESSAGE FROM THE HOD(COMMERCE CA,FA & BBA)

I am very glad to welcome all the participation from various colleges and our beloved students on National conference on “NCRAIBC’24”. This conference knowing the Thrust Areas in ARTIFICIAL INTELLIGENCE IN BUSINESS AND COMMERCE. This will make a good platform and friendly environment for all the participants. This is not a one-day conference but it will make you a memorable experience throughout your life.

With Love & Blessings

M MAHESWARI

HOD (COMMERCE CA, FA & BBA)

ABOUTTHECOLLEGE:

Kamban college of Arts and Science for women is situated in a beautiful ambience, at Thenmathur of Tiruvannamalai. The college was incepted in the year 1996, it is affiliated to Thiruvalluvar University. The prestigious institution has been accredited by NAAC and Certified by ISO 9001:2015. The college focuses on holistic development of the students with plethora of co-curricular, extracurricular, sports and games activities for the empowerment of rural women. We Offer quality education on par with global standard enabled by visionary management and dedicated team of faculty.

ABOUTTHEDEPARTMENT:

The department of commerce(CA&FA) BBA was established during the academic year 2010,2020 & 2021 respectively .The department of commerce with computer Application was started with the aim of providing education with computer skills to the students. B.com Finance and Accounting was established with an essential focus on practical and application based thinking, it impart students with the knowledge of the finance industry as well as accounting processes in a business organization. Bachelor of Business Administration is a comprehensive three year undergraduate programme offering study of theoretical concepts and functional areas in Business Administration.

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A STUDY ON CONSUMERS AWARENESS TOWARDS OTT PLATFORMS IN TIRUVANNAMALAI

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ABSTRACT:

Over the top (OTT) is a film and television content that is provided via the Internet as opposed to the traditional means of a cable or satellite provider. The study of consumer's awareness towards OTT platforms aims at identifying & analyzing the factors of influencing them to watch and to understand the competitive analysis of OTT. Consumer's satisfaction level is very high towards OTT Platforms. The factors that influence the consumers to watch OTT is it can be watched anytime, anywhere. In India, there has been unprecedented growth in the number of consumers adapting to it. While Indian streaming services like Hotstar has gained a stronger foothold, global players like Netflix and Amazon Prime have grown tremendously in India. For primary data, a structured questionnaire technique was used to collect the data and for secondary data, research article, research reports etc were used. This study is conducted to know about the consumer awareness towards OTT platforms.

KEYWORDS: OTT PLATFORMS, CONSUMER AWARENESS, INTERNET

INTRODUCTION:

The acronym OTT stands for OVER-THE-TOP MEDIA SERVICE. It is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies which traditionally act as controllers or distributors of such content. Over the top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. Viewers who dislike paying for bundled content are often referred to as cord cutters. OTT does not mean free, as the term encompasses services such as Netflix, Amazon Prime, MX Player, Hot star. Common examples of OTT include services such as Netflix, Amazon Prime Video, Zee5, and Voot Now. OTT allows individuals to avoid having to pay for bundles that are typical of cable and satellite, while selectively choosing their providers, at a much lower cost.

The COVID-19 pandemic and the resulting lockdown has caused people to stay at home, which has led to this rise in subscribers for these OTT platforms. In addition, as the coronavirus-led lockdown impeded the theatrical experience, filmmakers have taken new releases to OTT platforms. The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. As the corona virus-led lockdown affected the consumer theatre experience, moviemakers are adding new releases to the OTT platforms.

OBJECTIVES OF THE STUDY:

To gain a better understanding of consumer awareness for OTT platforms.

To determine the factors influencing the use of OTT platforms.

To gain a better understanding of OTT Platforms' competitive landscape.

NEED OF THE STUDY:

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he can watch any kind of content anytime. Amidst all this, the dominance of watching movies in the cinema hall has always remained. But now this domination is suspected. Most big-ticket movies in the USA have been pushed to later this year, some even to next year.

REVIEW OF LITRATURE:

Thiagarajan, A. (2016) More people are now spending time on digital media compared to the cable or dish network.

Deloitte (2017) report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. In comparison to cable or dish networks, individuals are now spending more time on digital media.

Qureshi Mochila, (2018) Online video streaming is rapidly changing the entertainment industry worldwide. OTT platforms launched late in India but have grown rapidly compared to other industries. India is pricey and culturally sensitive.

RESEARCH METHODOLOGY:

The scope of the study lies in the fact that this study is a sociological analysis of the various ramifications of the impact of Cable TV and Online Streaming services as an important medium of mass communication. The scope of the study enables the consumers to choose the

online video streaming services and also to identify the attitude towards the change in the way of delivery of mass media. It also analyses their preferences on various genres and various streaming applications. The study finds how it effects the climate change and also gives suggestions on how to enhance energy consumption practices.

SOURCES OF DATA:

Primary data

Secondary data

PRIMARY DATA:

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The mode of assembling the information is costly, as the analysis is done by an agency or an external organization, and needs human resources and investment.

SECONDARY DATA:

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose, and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organization, books, journal articles, websites and reports, etc.

DATA ANALYSIS:

INFERENCE:

The majority of the respondents are students which consists of 91%

8% of the respondents are employed

A small margin of 1% of respondents is homemaker.

FINDINGS OF THE STUDY:

The study is conducted to evaluate the changing preferences in the entertainment industry with respect to OTT platforms. Data received through structured questionnaire was used to analyze the result of the study. Following findings are gathered from the analyses of data collected.

Most of the respondents belong to the age group of below 25 years whereas minimum number of respondents belongs to the age category of above 60 years.

Most of the respondents were females. Out of 120 respondents 56.7% are females and 43.3% are males.

Majority of the respondents were students and salaried persons while only a few belonged to the agriculture category.

CONCLUSION:

OTT video platforms are considerably becoming part of viewers entertainment time and they are giving tough competition to traditional entertainment options like television and cinema halls. Time and place convenience, availability of efficient and cheap data connectivity, penetration of smart phones, availability of cheap and even free access to OTT video platforms, wide variety of content offered and quality of content are some of the major factors affected the viewers to shift towards the OTT Video Platforms. Pandemic and the lockdown fueled the growth of the booming OTT video streaming industry, while cinema remained shuttered. As people observed social distancing and stayed home due to the outbreak of covid-19, OTT platforms become a primary source of entertainment for many people.

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A STUDY ON RECRUITMENT AND SELECTION PROCESS AT RAM SHOES

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ABSTRACT:

Effective recruitment, selection and retention are critical to organizational success. They enable companies to have performing employees who are satisfied with their jobs, thus contributing positively to the organization. On the contrary, in-effectively recruitment methodology, selection and retention would result in mismatches which can have negative consequences for an organization. A misfit who is not in tune with organization's philosophies and goals can reduce output, productivity, customer satisfaction, relationship and overall quality of work. Training a wrong hire can also be expensive. Effective recruitment is therefore not only the first step towards organizational excellence, but is important cost control mechanisms as well. The study also focuses its attention to determine how the recruitment and selection practices affect the organizational outcomes and provide some suggestions that can help. Data analysis has been done with statistical tools like tables, graphs, pie charts, bar diagrams. Based on the data analysis and finding valuable suggestion have been made to improve the effectiveness of the organization.

INTRODUCTION:

Recruitment and selection are two key parts of the hiring process that allow companies to find and attract the best talent. Recruitment involves getting a job description in front of as many people as possible. Selection involves narrowing down the pool until you're left with the best person for the role. In Human Resources Management cycle as well as in any organization recruitment and selection plays an important and vital role in achieving the organizational vision, mission goals and objectives. Recruitment and selection are the critical resource of the organization which is the staffing function. The primary goal of staffing is to get the right people for the company to operate effectively and efficiently. Before recruitment and selection, we have to analysis the external environment and examine its internal situation to develop human resource plans considering any new requirement and existing vacant positions. Getting the right people interested in applying for a job at a company is the core of recruitment. All recruitment and selection should be based on organization's approved human resources plan. HRM department should assist line managers to develop their human resource plans effectively. Based on the recruitment information from all units, HRM department must analysis human resource

plans of different units and develop a master plan for the organization. To conduct recruitment efficiently, it is better to split the recruitment in month order, HRM department should process the recruitment after checking with budget provision and final approval from the top management.

Every business organisation or unit needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates is essential. Human resource management in an organisation will not be possible if unsuitable persons are selected and employment in a business unit.

RECRUITMENT PROCESS:

SELECTION:

Selection is the process of choosing employees to fill specific jobs within an organization. This process typically includes reviewing applications or resumes, interviewing candidates, and making a final decision. Selection is an important part of human resources, as it allows organizations to choose the best candidates for the job.

NEEDS OF RECRUITMENT AND SELECTION PROCESS:

- It ensures transparency in the hiring process.

- It paves the way for merit-based hires.

- It provides consistency.

- It lends credibility to an organization.

- It helps write an appropriate job description.

OBJECTIVE OF THE STUDY:

- To understand the internal Recruitment process in organization.

- To identify areas where there can be scope for improvement.

- To give suitable recommendation to streamline the hiring process.

- To develop practical knowledge with theoretical aspects.

- To know about the importance of recruitment and selection.

- To find out better process of recruitment.

- To know about the role of recruiter.

REVIEW OF LITERATURE:

A Study on Recruitment and Selection Process of Airtel. Author(s): Ahmedabad (2018). The study presented several recommendations, the most important of which was the necessity of an effective human resources management in the organization that depends on the effectiveness of many other human resources activities such as selection and training on the quality of new employees who are attracted through the recruitment process. Also, on raising awareness about the risk of wrongful appointments, management must obtain specific training on the recruitment process. Finally, an improvement in organizational results was observed as a result of improved recruitment and selection strategies. More effectively, the more organizations recruit and choose candidates, the more likely they will be recruited and retained. In addition, the effectiveness of the enterprise selection system can affect low business outcomes, such as productivity and financial performance. Therefore, money investment is spent on developing a comprehensive and valid selection system.

Prof G Van Der Walt (2014).The purpose of this article was to report on findings obtained through a literature survey and an empirical investigation conducted among respondents within the DOJCD. The focus was on developing an appropriate intervention mechanism to address the

recruitment and selection challenges identified in this study. A comprehensive recruitment and selection process model were designed and proposed as such a mechanism of intervention. The application of the comprehensive model can help build an organisation that displays adequate values, competencies, capabilities and human resource strengths. These gains could aid the different government departments in South Africa to operationalise its constitutional mandate and strategic objectives successfully.

RESEARCH METHODOLOGY:

Research is "careful investigation or inquiry, especially by looking for new facts in all areas of knowledge". Methodology of the Study: A project is a systematic presentation of proposed conclusions in the form of factual facts and recommendations of the collected data. Data from both primary and secondary sources.

Research Design: The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The important part was to identify and collect data. They were classified, analysed, interpreted, and presented in a systematic way to find important points. The overall process of the methodology followed in the study is explained further.

Sample Size: In this research work, the data has retrieved from 100 employees sample sizes.

TOOLS OF ANALYSIS: Data collected from sources is analysed and interpreted systematically with the help of statistical tools such as percentages.

LIMITATION OF THE STUDY:

The Research is limited to 6 weeks.

Due to the time constraints, could not gather more information to justify exact condition of the company.

DATA ANALYSIS: ADOPT SOURCE OF CANDIDATES

ANALYSIS AND INTERPRETATION:

In the above table, 15% of the respondents said that the portal job for the recruitments and selection process in a company. 15% of respondent said that advertisement, 30% of people respondent through the recruitment agencies, 40% of people respondent through an employee referral.

FINDINGS:

From the above it is evident that 15% of people respondents from the portal job ,15% of people respondents from the advertisement, 30% of people respondent through the recruitment agencies, 40% of people respondents from the employee referral.

SUGGESTIONS:

The organization should focus on awareness of human resources planning procedures.

RAM SHOES should focus on new trends in the recruitment process.

The RAM SHOES should focus on the time management for completing the interview process.

RAM SHOES should also focus on internal promotion should be performed regularly over a specific period of time.

CONCLUSION:

To conclude the summary of the project report titled "A study on Recruitment and Selection at RAM SHOES". It has received both favourable and unfavourable responses from both the interviewer and the candidates. The study in RAM SHOES helped us understand the various aspects of the organization and how the organization works and how to identify and solve problems. The organization's recruitment sources are based on factors, both internal and external. The recruitment of candidates for a particular post depends on the age, experience, qualifications, and percentage of the academic year. The selection process is entirely based on communication skills and technical qualities

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A STUDY ON MARKETING STRATEGIES IN PAYTM AND GOOGLE PAY

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ABSTRACT

This study examines customer satisfaction with Google Pay's UPI payment platform, aiming to provide insights into users' perceptions, preferences, and experiences. The research adopts a mixed-methods approach, combined quantitative survey data from a diverse user base and qualitative interviews with selected participants. Key findings reveal high levels of satisfaction with Google Pay's user-friendly interface, seamless transaction process, and security measures. Users appreciate the convenience and ease of conducting UPI transactions through the platform. However, concerns around data privacy and occasional technical glitches emerged as areas for improvement. The study contributes to a deeper understanding of customer satisfaction in the context of digital payment platforms, offering valuable insights for Google Pay's ongoing enhancements and the broader fin tech industry. Primary data was collected through a structured questionnaire with a 5-point Likert scale, supplemented by secondary data from government reports and websites. The research findings shed light on Google pay awareness and adoption across different genders, age groups, and occupations. Ultimately, the study highlights the significance of Google pay for swift and cashless transactions, especially among young male customers in the service sector. Keywords: Paytm, Google Pay, Marketing Strategy.

INTRODUCTION

Mobile payments are used by more than two billion people worldwide, with millions more coming online each year. In India, Southeast Asia and South America, a new generation has gone beyond the usual credit or open credit system, favoring the use of mobile applications. In India, there is a three-way market sharing contest between Paytm, PhonePe and Google Pay. Paytm is the largest in terms of users and performance, however, PhonePe and Google Pay are processing additional UPI payments. With the acquisition of mobile payments expected to be successful at \$ 4.8 billion by 2025, leaders at one country or region could see dramatic revenue growth, especially as tons of those apps are heavily integrated into other financial services provided by the provider. By 2020 you have added 900 million mobile payment app users worldwide, which is the most significant annual growth. This is mainly due to the coronavirus epidemic, which has resulted in retailers and consumers not spending much money on stocks. Mobile payments are structured differently in India, and the Indian commercial

bank uses the Unified Payments Interface, which has become one of the most popular mobile phone transactions. PhonePe and Google Pay lead the way in this market, however, Paytm is the largest payment service in the world with full purchases. banking services. During a study conducted by Rao and Prathima (2003) it had been revealed that India still has great distance to travel in online banking services as compared to other countries. E-banking is becoming popular in India (Gupta, 1999; Dasgupta ,2002). Google pay is a digital wallet platform and online payment system developed by Google to power in-app and tap-to-pay purchases on mobile devices, enabling users to form payments with Android phones, tablets or watches. Users within us and India also can use an IOS device, albeit with limited functionality. As a part of 'Digital India' crusade, the government aims to construct a 'digitally empowered' frugality that's Faceless, Paperless and Cashless'.

OBJECTIVES OF THE STUDY:

This project is based on Paytm Marketing Strategies and Google Pay. Comparing strategies used by top online payment apps.

The purpose of this project is to understand the following:

Awareness of Paytm related customer satisfaction level.

Knowledge of Paytm marketing strategies.

To understand the basic features of the Digital Payment System especially with Paytm and Google Pay.

To understand the security system available on Paytm.

Focus on any problems customers experience while paying

To capture rising sales by offering additional payment options and cash back offers on Paytm.

SCOPE OF THE STUDY:

Since learning is a human activity and is as natural as breathing.

Despite the fact that reading is pervasive in our lives, psychologists disagree on how learning happens. How people learn is a matter of interest to advertisers.

They want to educate customers. They want to educate customers on their roles as clients.

They want the customer to learn about its products, product features, potential customer benefits, how to use, store product and new behaviors that will not only satisfy customer needs, but also advertiser goals.

The scope of the study is limited to understanding the marketing strategies of the top two online payment applications-Paytm and Google Pay.

There are many other competitors in the market, but research is limited to Paytm and GooglePay which leaves some. The scope of research is also limited to India only, thus being able to learn the basics of marketing through the marketing strategies used by Paytm and Google Pay in India.

ADVANTAGES OF GOOGLE PAY AND PAYTM:

.Easy and automatic refund to Paytm wallet in case of product cancellation at partner's store.

Good wallet limits.

It is quick and safe.

Money can be transferred from Paytm to a bank account for as little as 4%

Paid bill payment, recharge book ticket, and lots more in a single application and keep track of everything under order history.

DISADVANTAGES OF GOOGLE PAY AND PAYTM:

It doesn't work with some credit cards

It is not usable at every single store

Poor customer services

The support centre is not able to assist you.

To pay for stuff, one will have to take out his or her phone more often.

Moreover, the virtual money source will allow people to spend more money than they have. As a result, People are more likely to look over and steal your pin number if you have a virtual money source.

LITERATURE REVIEW:

6 Singh & Gupta (2016) They have conducted a study to identify various factors influence on the adoption of mobile wallet payment among customers They considered the various variables for the study are Convenience, Trust, Security, and Adaptability which have an impact on the satisfaction of mobile wallet usage. The study was conducted in the Kurali city, District of Punjab. Pearson's Correlation Analysis was to investigate the relationship between the different basic variables of the study. The study findings show that mobile wallets are considered as the futures of cash.

Abuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the telecommunication industry.

Dr. S. Poongodi, D. P. (2021) Digital payment system is gaining popularity due to the 'Digital India' campaign introduced by the government of India. There are various forms of digital payment system. Data for the study have been collected from 150 customers through issue of structured questionnaire by adopting snowball sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female with the age of below 30 years and majority of them are undergraduates employed in private sector with an earning of up to Rs.20000 per month and they are aware about Google pay through friends, relatives and by themselves.

RESEARCH METHODOLOGY

The objective of the study is to find out the Customer satisfaction towards Google pay UPI payment by finding the purpose of using Google pay, and to study the satisfaction level towards use of Google pay. We also intend to study the issues faced by consumers while using Google pay. Research methodology is a systematic way to solve research problems. The research design used for the study is descriptive (survey method). The data is collected from primary as

well as secondary sources. The area of the study is Chennai city. Primary data refers to original data that researchers collect first hand from original sources to address specific research questions or objectives. This type of data is directly obtained by the researcher through methods like surveys, interviews, observations, experiments, and focus groups. Primary data is unique to a particular research study and has not been previously collected or published by other researchers. Secondary data refers to data that has been previously collected, compiled, and published by other researchers, organizations, or sources for purposes other than the current research project. It is information that already exists and is readily available for analysis and interpretation. Researchers use secondary data to address their research questions without having to collect data directly from original sources.

PRIMARY DATA:

Primary data are in the form of “raw materials” to which statistical methods are applied for the purpose of analysis and interpretation. the primary source are discussions with random publics .data are collected through questionnaire.

SECONDARY DATA :

Secondary data are in the form of finished product as they have already been treated statistically in some form of the other. the secondary data mainly consists of data and information collected records and internet websites secondary data are collected through, magazines, internet and book.

DATA ANALYSIS:

INTERPRETATION: Respondents in the age category of 18-35, account of 78.3% of the response, which indicates that the younger generation has more active participation in this project. This implies that online payments are of much use among the younger generation as compared to the rest.

FINDINGS:

- Respondents in the age category of 18-35, account of 78.3% of the response, which indicates that the younger generation has more active participation in this project. This implies that online payments are of much use among the younger generation as compared to the rest.
- A majority of 53.3% of respondents are women who use Google pay and Phonepe.
- A majority of 76.7% of respondents are students who use Google Pay and Phonepe.
- A majority of 90% of the respondents use Google Pay or Phone pe.
- Respondents not using online payment in this project are of the opinion that online payments are not safe due to reasons such that of fraudulent activities, insecurity, lack of trust, technical issues etc.

CONCLUSION

Consumers’ knowledge about new mobile technology innovation is increasing rapidly, and consumer’s perception is most important in the usage of mobile wallet application in India. Consumers’ need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer’s point of view. Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing

groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets. Vidyashree et. al., (2015) found that mobile wallet provides an opportunity of cash back and discounts. The study highlights that 18-30, 30-45 age group of people satisfied and using of digital wallets like paytm or pay money application.

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A STUDY OF EFFECTIVE MARKETING STRATEGY ON JUNK FOODS.

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ABSTRACT:

Junk food industry is one of the world's fastest growing sectors in food industry. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, Junk food culture gained prominence in India. The study reveals that 64% of the respondents visit Junk food outlets once in a week and majority of the respondents spent more than 15% of their monthly income on Junk food and the most favorite cuisine preferred by the respondents is western junk foods. They also expressed that the discount offered at the Junk food outlets are considered as the effective promotional activity. The junk food industry is highly competitive and dominated by large companies. Highly competitive businesses must be savvy in developing marketing strategies that drive consumer traffic. This entails staying in constant touch with customers.

KEYWORD: Junk food, Health, advertisements, Food and beverage.

INTRODUCTION:

Junk food is an informal term applied to some foods that are perceived to have little or no nutritional value (i.e. containing “empty calories”); to products with nutritional value, but also have ingredients considered unhealthy when regularly eaten; or to those considered unhealthy to consume at all. The famous microbiologist Dr. Michael F. Jacobson, director of the Center for Science in the Public Interest, coined the phrase “junk food” in 1972 to describe unhealthy or non-nutritious food. Junk foods are typically ready-to-eat convenience foods containing high levels of saturated fats, salt, or sugar, and little or no fruit, vegetables, or dietary fiber, and are considered to have little or no health benefits. Junk food has been a part of the American society for years and now it has become an addiction for many people.

One of the most significant and preventable causes of poor health and early death is the rapidly rising rates of overweight and obesity. Excess adiposity is a major risk factor for a number of chronic conditions, including cardiovascular disease, type 2 diabetes, osteoarthritis, and some cancers. In 2010 alone, it was estimated that, globally, overweight and obesity caused 3.4 million deaths.

OBJECTIVE OF THE STUDY :

- The aim of this research was to study the fast food habits of the hostlers in relation to their consumption and awareness and to study the role of their parents and advertisement.
- Food is considered an important representation of all ethnic groups.
- Food marketing takes many forms and can involve building relationships with customers.
- Raising brand awareness, developing new products, promoting them through advertising.
- And even paying grocery stores for prominent shelf space, all with the goal of promoting sales.
- Food marketing helps target your audience, create customer loyalty, and increase sales.

SCOPE OF THE STUDY :

Fast food marketers target children, teens, black youth, and Hispanic youth with advertising. Companies make their products attractive to children and adolescents with different flavours, promotions, free samples, merchandizing, free gifts with meals, prized games and competitions, paid advertising, adver gaming (advertising brands through video gaming) branding, sponsorship, product design and packaging, cartoons, product placement in movies and TV shows, social media and influencers

While you may feel that you enjoy junk food just because it tastes so good, there is a scientific explanation for why you want to have more of it. The brain naturally encourages you to seek experiences that you find pleasurable, including eating tasty food..

ADVANTAGES:

Taste satisfaction: Eating junk food can make one experience delicious flavors. It is because of the addition of many different components in one place. Good for Business purposes: Selling junk food can be the best business startup if one wants to set up a food industry. Marketing junk food can be easy because it attracts customers of different ages and areas. Today, people need more time to eat food properly because they want food that requires less time to cook and eat. So it can be a food business for anyone. Price can be affordable: Fast foods have different price ranges that can easily match financial situations and fill food plates in that financial range. This point of junk food attracts those who want to avoid cooking and to have food on their budget. Time Saver: Today, people of the working class and other sectors only have a little time to prepare food in the traditional way of time, and in this situation, junk food may work as a time saver assistant for you.

DISADVANTAGES:

Impacts health and makes sick: People may eat junk food for the quality of the product, but it may cause several diseases if one consumes it regularly, making it unhealthy for the body. Not suitable for daily use: Junk food is processed food that harms health if one makes it part of the daily meal. One may not feel its effect immediately, but one can analyze it with time. One of the significant factors in Weight Gain: Consuming junk food regularly can increase the risk of

obesity because it directly harms health. This junk food is rich in calories and, due to indigestion of vast amounts of calories, becomes the main factor of gaining weight. Rich Cholesterol: Generally, junk food is rich in cholesterol which affects the functioning of the liver and may lead to complicated diseases as well as obesity. According to a study, avoiding junk foods is the best way to maintain cholesterol levels in the body.

LITERATURE OF REVIEW :

Anand (2011) explored the impact of demographics and psychographics on young consumers food choice towards fast food in Delhi, India. The key determinants impacting consumers food choice were found out to be passion for eating out, socialize, ambience and taste of fast food and convenience for dual-income families in urban India. Findings indicated that fast food companies can no longer rely on convenience as USP in India, unless the implication of same on consumers health is given equal importance in the years to come.

Targeting towards the consumer behaviour K. Aswathappa (2012), states that certain factors made an impact on the individual behaviour. These factors include personal factors (age, sex, education, occupation, Innovativeness etc.), psychological factors (learning, motivation, personality, perception, values, attitudes etc.), environmental factors (economic, political, technological, legal, social, cultural and others) and organizational factors (work life balance, organizational structure and design, leadership, accountability, physical facilities etc.)

Rezende and Avelar (2012) attempted to describe the eating out habits of consumers in Brazil. The study revealed that a „search for variety“ was a motivator for eating outside the home. The desire for „convenience“ was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favorable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers“ frequency of buying

RESEARCH METHODOLOGY:

Research methodology is a structured and scientific approach used to collect, analyze, and interpret quantitative or qualitative data to answer research questions or test hypotheses. A research methodology is like a plan for carrying out research and helps keep researchers on track by limiting the scope of the research. Several aspects must be considered before selecting an appropriate research methodology, such as research limitations and ethical concerns that may affect your research.

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted. While

these points can help you understand what is research methodology, you also need to know why it is important to pick the right methodology.

Sources of data:

Primary

Secondary

Primary:

Data that has been generated by the researcher himself/herself, surveys, interviews, experiments, specially designed for understanding and solving the research problem at hand.

Secondary:

Using existing data generated by large government Institutions, healthcare facilities etc.

Secondary sources help readers understand second-hand information and commentary and can detail how and why a historical event occurred

FINDING:

Through the analysis and interpretation we conclude the following:

The question on the bases of majority the people who enjoy junk food and who doesn't, the majority of (91%) respondents YES, so mostly people are enjoying junk foods.

The question on the bases of the junk food items liked by people, majority of (46%) respondents prefer burger when compared with other types of junk food.

SUGGESTIONS:

Eat Regular Meals so You Do Not Get Too hungry.

Drink Water First and Eliminate Sugar Sweetened Beverages.

Consume Snacks that are Nutritious and Low in Calories.

Understand Your Stressors.

Get Plenty of Sleep.

Keep a Smile on Your Face and Realize the Downside of Marketing.

CONCLUSION:

In conclusion, while the occasional indulgence in junk food may not be harmful, regular consumption can have severe negative effects on our health. The best way to maintain a healthy diet is to focus on whole, nutrient-dense foods such as fruits, vegetables, whole grains, lean proteins, and healthy fats. It can be said that fast food has been born out of the modern way of living in our societies. Unfortunately, its effects on the human body and health are unfavorable. It also has other adverse effects on the income of a family. It would be best to avoid eating fast foods as much as possible.

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ASSESSMENT OF THE EFFECTIVENESS OF THE DISTRIBUTION STRATEGIES OF A-Z PETROLEUM PRODUCTS LTD.

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ABSTRACT

The effectiveness of distribution strategies plays a pivotal role in the success of A-Z Petroleum Products Ltd, a prominent player in the petroleum industry. A comprehensive evaluation involves optimizing the entire supply chain, from procurement to distribution, to ensure a seamless and efficient flow of products. By leveraging advanced technologies such as GPS tracking and data analytics, the company aims to enhance visibility throughout the supply chain, enabling informed decision-making and improved responsiveness to market dynamics. Logistics optimization is a key focus, with the company meticulously analyzing transportation methods, routes, and modes to minimize lead times and reduce overall transportation costs. This commitment to efficiency extends to inventory management, where A-Z Petroleum Products Ltd employs robust control systems to strike a balance between meeting demand and minimizing excess stock, thus reducing holding costs. The company recognizes the importance of staying ahead of market trends and demands, conducting regular market analyses to fine-tune distribution strategies based on regional variations and emerging patterns.

INTRODUCTION:

Distribution is the continuous process of planning, implementing and controlling the physical flow of materials, final commodities and related data from point of origin to point of consumption to meet customer requirements at a profit (Philip Kotler and Armstrong 2001). It is the marketing function responsible for supplying of goods to the end users. It is said as production is not complete until the things reach the end users and for this to be accomplished, manufactured goods have to pass through distribution channels. The most important of this research work as concerns any business set up or organization especially one in a stiff Competitive economy like the case under deliberation in this research work in respect of A-Z Petroleum Products Ltd needs to examine how it can effectively spread its distribution strategies. Therefore, management must plan its channels carefully with an eye on tomorrow's likely selling environment as well as today's. The importance of distribution cannot be over dramatized no matter how the economic position of the country looks like. One major raw material used in the production of A-Z lubricant is base oil. This requires smooth transportation aptitude and arrangement from the point of beginning to where they will be used for production of A-Z lubricants. This calls for a lot of organization especially in the transportation of the necessary raw materials and distribution of finished products to the company's major trader as and when needed.

BRIEF HISTORICAL BACKGROUND OF A-Z PETROLEUM PRODUCTS LTD.

A-Z Petroleum Products Ltd is owned by Chief Dr. Chika Okafor. It is one of the subsidiaries of Chicason group of companies. It is a full service lubricating oil Blending Plant Incorporated in 1995, engaged in the research and development, production and marketing of petroleum and refinery products.

OBJECTIVES OF THE STUDY

- To govern the quality of A-Z lubricants from Management perspectives.
- To assess the effort of high cost of transportation on the company's distribution activities,
- To determine the impact of poor road network on the Arm distribution strategies.
- To determine the opportunity of A-Z Products from customers perspective.

SCOPE OF THE STUDY:

- Supply Chain Management
- Logistics Optimization
- Inventory Control

ADVANTAGES:

- Cost Efficiency
- Improved Customer Satisfaction
- Market Responsiveness

LITERATURE OF REVIEW:

According to Philip kotler & Armstrong 2001, Distribution is the process of planning, implementing and controlling the physical flow of materials, final goods and related information from point of origin to points of consumption to meet customer requirements at a profit.

Achison (2000) defined distribution as the process of getting products and services from producer to consumer or users, when and where they are needed. It provides time, place, possession utility and the transfer of ownership.

Revzan (1971) defined distribution as managerial battle field in which marketing strategy and tactics either succeed or fail. It is imperative to make a thorough study of available alternatives before choosing one. This is because

RESEARCH METHODOLOGY

In order to achieve meaningful result in this research work, the methodology will be purely on survey research work and will be given a particular attention- using mental scheme of solving the research problems in a systematic manner within the circumstances of the researcher. However, this chapter will further explains the scope and area of study, source of data and method to be used in analysis of data collected etc. As the research objective is to carry out "An Assessment of the Effectiveness of the distribution strategies of A-Z Petroleum Products Ltd. Robbert Kreithner (1980:134) sees research design as the plan, structure and strategy of investigation concerned so as to obtain answers to research questions and control variance. It is therefore a blue print for all data and information collected, also specified the method and procedure for acquiring the information needed.

SOURCES OF DATA

Primary and secondary sources of data collection will be extensively used in conducting this research work.

PRIMARY SOURCE

SECONDARY SOURCE

PRIMARY SOURCE

The researcher will adopt a survey technique through the use of personal interview with some management Staff of A-Z Petroleum Product Ltd in the marketing department and extensive use of questionnaires to both staff and distributors of A-Z Petroleum products Ltd in Aba.

SECONDARY SOURCE

The researcher will extensively use the following:

Text books, magazines, newspapers, journals, calendars and hand bills

Research Project related to the study

Federal Ministry of Industry Enugu

National Library Enugu

INTERPRETATION:

From the table above revealed that 50(50%) respondents were student, 23(23%) respondents were diploma /ug /pg, 17(17%) respondents were business, 10(10%) respondents were others.

SUMMARY OF FINDINGS:

It was ascertained that A-Z petroleum products Limited was a licensed manufacturing outfit meant for the production and marketing of A-Z lubricants to its numerous customers in the country for the servicing of motor engine, motorcycle engine, heavy duty engine, generators etc.

It was discovered that the quality of A-Z oil was very good when compared to the competing products of Tonimas oil, Ammasco oil, Dossy flow oil and Lubcon oil. Moreover, it was certified by the American Petroleum Institute (API), Standard Organization of Nigeria(SON) and Society of Automotive Engineers(SAE) and other regulating bodies. The researcher discovered that the cost of transportation significantly affect the price of A-Z lubricant because the firm bears the cost of transportation right from the source of raw materials (additives) to the point of delivery to distributor warehouse. The researcher discovered that the cost of transportation significantly affect the price of A-Z lubricant because the firm bears the cost of transportation right from the source of raw materials (additives) to the point of delivery to distributor warehouse.

RECOMMENDATION:

Since A-Z petroleum products Limited was licensed manufacturing outfit for the production and marketing of lubricants in the Nigeria market there is need for its expansion internationally. The chairman and the management should start thinking of converting the firm from what I regarded as indigenous national company (entrepreneur) to a multinational public limited liability company. Its intense outlook should go beyond the nation most especially as it has been certified by various regulating bodies both locally and internationally like the Standard Organization of Nigeria and American Petroleum Institute respectively. Moreover, as a player in the oil and gas industry, the firm should fully diversify into the a son; during this period there is

decline in sales of lubricant establishment of filling stations in major cities and acquiring oil well in Nigeria and beyond.

CONCLUSION:

This study has generated an exciting package on the assessment of the distribution strategy of A-Z petroleum products Ltd. The researcher collected relevant data, analyze, and interpret the data, summarize its finding and recommend to the management how to sustain, maintain and improve the market share of the company and better ways of strengthening its distribution strategy. It is pertinent to appraise and reappraise corporate distribution strategy/objectives and ensuring that organizational goals. The researcher hope that the firm will continue to sustain its prevent levels of operations in distributing its products and even surpass it in the interest of the future. Finally, the researcher is of the view that if the recommendations are judiciously looked into and implemented by the management of the firm it will go a long way towards improving company's physical distribution activities, performance of field sales managers and other researchers that will like to study more on this activities are not deviated from the attainment of work.

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A STUDY OF ADVERTISING AND SALES PROMOTION OF HERO TWO WHEELER.

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ABSTRACT:

The objective of the study is to study the customer's satisfaction level towards products of Hero MotoCorp demographically, to study factors that lead to consumer satisfaction, to study about the knowledge of people of Navsari city towards products & service of Hero Moto Corp across occupation, to study overall consumer satisfaction towards services offered by the company. For this research data are collected from the questionnaire which was being filled up by the customers who purchased vehicles from Metro Motors Navsari. After collecting the data through questionnaire I have come to know about how the customers are satisfied or dissatisfied with company and by providing different facilities to provide after sales services. I am grateful to Dr. Subodh kulkarni sir Director. Of Kohinoor business school, Kurla (w), Mumbai & Hero Motors, Nanded who has provide facility to make this successful one.

INTRODUCTION:

Hero Moto Corp Ltd. (Formerly Hero Honda Motors Ltd.) is the world's largest manufacturer of two - wheelers, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero Moto Corp Ltd. continues to maintain this position till date. Hero Moto Corp two wheelers are manufactured across three globally benchmarked manufacturing facilities. Two of these are based at Gurgaon and Dharuhera which are located in the state of Haryana in northern India. The third and the latest manufacturing plant is based at Haridwar, in the hill state of Uttarakhand. In the 1980's the Company pioneered the introduction of fuel-efficient, environment friendly four-stroke motorcycles in the country. It became the first company to launch the Fuel Injection (FI) technology in Indian motorcycles, with the launch of the Glamour FI in June 2006. Its plants use world class equipment and processes and have become a benchmark in leanness and productivity. Hero MotoCorp, in its endeavor to remain a pioneer in technology, will continue to innovate and develop cutting edge products and processes.

OBJECTIVES:

To have an overview about Hero motors. To study the consumer perception about the Hero motors.

To suggest few sales promotion techniques to improve the brand awareness amongst consumers.

SCOPE OF THE STUDY:

The fundamental requirement of the project is to comprehend Hero motors' consumer happiness and marketing strategy and to find the service gaps.

The objective of this project is to determine the sales and service range of Hero motors goods in the Vadodara market.

Business desires to know if product marketing and sales are operating well.

By promotional materials, the company also wishes to identify the availability of Hero products and their market awareness.

Hero's service and brand range are excellent in all respects. In terms of service, margin, and new offers, Hero's products were ranked third-best.

To investigate consumer perceptions of Hero motors. To recommend a few sales promotion tactics to increase consumer brand recognition.

LIMITATIONS:

This study has been based on only secondary data collected from various magazines, web sites and its studying only about the financial ratios so the ratios having their own limitations.

Customer information is highly confidential, so organization doesn't disclose it properly.

Respondent's answers might have influence or bias.

Information is collected from the customers and dealers only.

LITREATURE OF REVIEW:

Sanjay Kumar R, Dr. Mohammed Rafee, Dr. Mohammed Arif Pasha (2020) Undertook a study on customer satisfaction towards after sale services of Royal Enfield acclaim motors, Yelahanka Bangalore. The objective of this report is to carry out a detailed study on understandings, this report provides the findings based on the discussions with the key personnel of Royal Enfield the study was conducted for a period of 8 weeks. The project was undertaking about help to identify how customer attitude on service helped to improve the transfer of learning. The methodology used for conducting the study was basically on the descriptive research taking a sample size of 100 customers. The primary data was collected through wellstructured questionnaire. Secondary data were collected from book, journal, and websites. C. Dr. N. Nagaraja (2012) conducted a study on "Customer satisfaction in automobiles industry an Indian online buyer's perspective of car manufactures website". The main objective of the study is the analysis of the customer attitudes towards internet based car manufacture's website. The methodology used was regression method. The conclusion is automotive companies will need to stay focused on evolving consumer attitudes online.

RESEARCH METHODOLOGY:

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 employees. Various tools like cross-tabulation, chi-square etc. were used. All of the analysis is done through SPSS software.

It is well known fact that the most important step in marking research process is to define the problem. Choose for investigation because a problem well defined is half solved. That was the reason that at most care was taken while defining various parameters of the problem.

After giving through brain storming session, objectives were selected and the set on the base of these objectives. A questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and bind out solution to the problems.

SOURCE OF THE DATA:

Primary data and secondary data are the two sorts of data sources. The entire work relies on secondary data. Hence, all information has been compiled from various periodicals, websites, and newsletters.

Primary data

Secondary

Primary data:

The information provided by the consumer through a human engagement with a questionnaire might be used to acquire this data. Visitors visiting various vehicle showroom filled up surveys.

INTREPREATION: From the table above revealed that the 40% respondents of brands, 22.7% respondents of milleage, 27.3% respondents of comfort,were the 9.1% of desining.

SUMMARY OF FINDINGS:

Sales can be boosted with the help of marketing strategies, say retailers.

Word-of-mouth and media coverage bring in the vast majority of clients.

The Hero Spender is a top-seller among Hero Motors' motorcycles. Consumers were generally pleased with the performance of the motorcycles.

Fifty-seven percent to eighty-five percent of all bike sales are made using installment plans. Around 45% of respondents said they used Hero, according to the survey.

RECOMMENDATION:

The company should increase their service stations.

More financing options should be available.

The company should provide more consumer value.

Follow-ups should be increased.

Efforts should be increased for Customer Relationship MANAGEMENT.

Special offer should be there for govt. employee.

CONCLUSION:

This survey was done to identify various problems and level of satisfaction of consumers, advertising and sales promotion of Hero, so that efforts might done to satisfy them which would result in building long-term relationships between customer and company. Due to delivery in customer needs and expectations, it becomes a difficult task to satisfy every customer, therefore to satisfy each and every customer the important of building relationship with them existed, for this purpose a number of questions were asked to find out behavior of the customers. This research is also done to know the views of the customer towards the services and quality and supply chain management of Hero Bikes. The main purpose of this study is to examine customer satisfaction towards Hero MotoCorp. From the research report it is been concluded that majority of respondent are satisfied with the Hero bikes and so they are ready to recommend to their friends, neighbours and family to purchase Hero MotoCorp bikes. Respondents are highly satisfied with the availability of bikes in the company and it is the most important factor for

increasing customer satisfaction level. Other factors discussed in this report are price, after sale service, ambiance, maintenance, etc. Majority of the respondents are satisfied with all the factors.

Several issues and levels of satisfaction of consumers, advertising, and sales promotion of Hero were identified through this survey in order to facilitate the implementation of solutions that would lead to the development of long-term connections between the firm and its consumers. Delivering on the wants and expectations of each individual client can be challenging, so it was recognised early on that establishing meaningful connections with them was crucial. To that end, numerous questions were devised to get insight into customer behaviour. Customer satisfaction with Hero Bikes' service, product quality, and distribution chain management are also investigated in this study.

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AN STUDY ON ISSUES AND CHALLENGES OF STARTUP BUSINESS.

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ABSTRACT:

The destinations of a startup are to work for oneself and to make work to others which warrants parcel of continuance and penance. Enormous populace with high level of center salary gathering, taught youth with specialized foundation, IT mastery, high web and versatile entrance are a portion of the drivers that have hurled open doors for spreading startup transformation in India. The 'Make-in-India' activities and other government plans have additionally given a lift to new businesses with numerous people entering the brawl. Beginning an endeavor is a very much arranged and trained exercise with due thought of both inner and outside elements that may affect the manageability of the endeavor. The thought behind the endeavor, showcase size, income and benefit targets are a portion of the significant variables that should be obviously characterized before setting out on the voyage. Time, collaboration and persistence are significant components which decide enterprising success. Infrastructure, government guidelines and accessibility of money at different phases of development could be a portion of the difficulties for new businesses. Truth be told, history is packed with instances of new companies which started with large exhibit yet finished as soggy squibs inside a limited capacity to focus time because of different reasons. The paper talks about not many issues and difficulties that an Indian startup needs to confront and the open doors that the nation can give in the present biological system. Watchwords: Entrepreneur, Employment, Finance, 'Make-in-India', Startup.

INTRODUCTION:

Startup India has worked with various Government and private organizations to conduct startup challenges on different domains to promote competitiveness and engage entrepreneurs in supporting Central/ national endeavors undertaken by the Government. The initiative has further enhanced collaboration among the startup ecosystem builders in identifying and scaling up selective ideas among respective sectors. The startup grand challenges have also helped Government and private sector agencies to work with startups and embrace the spirit of entrepreneurship and innovation. As in many parts of the world, in recent years, startups in India have drawn more attention. Their numbers are growing, and they are now universally acknowledged as significant forces behind the development, growth, and job creation. Startups can produce significant solutions and serve as engines for socio-economic development and transformation thanks to innovation and scalable technology Although few firms were formed in

the 2000s, the ecosystem was still in its infancy because there were few active investors and few support groups, such as incubators and accelerators. Some successful exits occurred in the late 2000s but in the last ten years, the number of startups increased fast as more support became available in all dimensions. Bangalore has come up as India's primary startup hub, but remarkable activity is also taking place in Mumbai and the National Capital Region (NCR), as well as some smaller cities. The number of actors has increased, and they now support entrepreneurs in many ways. As a result, the ecosystem has substantially expanded and is currently maturing. Startups do not live in a vacuum; they are part of a larger business ecosystem. The development drivers of the Indian startup ecosystem must therefore be understood in light of a number of variables, including recent market trends, historical economic changes, the impact of technical advancement, and shifting societal attitudes.

HISTORY OF STARTUPS:

The earliest form of a startup was a small business, and while they are still common today

They provided goods and services that larger companies couldn't or would not.

Benjamin Franklin's printing business. Franklin was an entrepreneur who saw an opportunity to make money by printing books, pamphlets and newspapers.

1970s - 1980s

A new generation of entrepreneurs began to emerge, driven by a new set of values and ideals.

The Internet also provided a platform for startups to reach potential customers around the world.

This made it easier for young entrepreneurs to succeed without having to rely on traditional marketing or sales channels.

OBJECTIVES OF STUDY:

To study the challenges of Start-ups.

To understand the opportunities of start-ups.

To identify the government initiatives for the development of start-ups.

To study the problems faced by new entrepreneurs in Tiruvannamalai city.

SCOPE OF THE STUDY :

They have the potential to create jobs, drive innovation, and promote entrepreneurship.

To study of a person is engaged in manufacturing or buying and selling of goods and service.

It indicates of economic growth and development in India.

LITERATURE REVIEW:

Goyal Prakash (2011), in their paper addressed that the situation of entrepreneurs is better than before. To provide awareness about start-up necessary steps should be taken by the Government, Start-up must be properly designed with the business skills to come across new trends and changes in the environment.

Madhavapaty & Rajesh (2018), Identified the challenges of HR Tech Start-ups like failure to do ground work for adaptation by employees. While there are multiple products and new technologies in the market. The main challenge is to find the exact product business fit.

Madhura Wagh (2016), Said that in India entrepreneurship is good career option. The main factors for entrepreneurship are government policies and programs, education and training. Suggestions were directed towards the Liberalisation of government policies, capacity, building through training and education restructuring through growth in innovation. Star-up India, Stand up India initiative is announced by the government to focus these recommendations. This is to build the strong eco-system for strengthening innovations and Star-ups which will result in generation of large scale employment opportunities.

Nipun Malhotra (2018), Addressed the creating new job opportunities, attracting more capital investment in terms of number the Indian Start-ups ranked a third place internationally. To get success of the Start-ups it needs to focus on community problems which includes health care, sanitation, education, transportation alternative energy management and etc. This will result to deal with the Indian and global face. These require heavy investment in technology and products. Which are created internationally. Y.Sharma Made a study on women entrepreneur in India. She addressed that women entrepreneurs face lot of problems like social barriers, legal aspects, lack of education, family support etc.

Dash, M., & Kaur, K (2012), have stated in their research work that most of the entrepreneurs in Odisha choose to start their own businesses with the motive of being independent and most of them preferred their own funds since they faced the hurdle of getting financial assistance.

Conti et al. (2013), probed the role of patents as signals applied to reduce information asymmetries in entrepreneurial finance. The study was conducted in Israel involving startup during the year 1994-2011. The study gave a theoretical model that includes conditions for a unique separating equilibrium under which startup founders file for patents to signal invention; quality to investors, and approximating value.

RESEARCH METHODOLOGY:

Research design is a conceptual structure within which research is conducted. Convenience sampling will be used in selecting the sample size in order to test the hypotheses specified in this study. Such a study helps companies determine which product/service is most profitable or in demand. Due to the difficulty in studying the entire accessible population, the researcher will use the simple random sample technique. One hundred respondents will be picked at random as the sample size of the study. Primary sources of data shall be employee in the study. This is obtained by the use of the questionnaire.

SOURCES OF DATA:

Researcher uses the data to collect the information for their research. The type of data depends upon the nature of research. The two types of data are;

Primary Data.

Secondary Data.

PRIMARY DATA:

Primary data's are those which are collected or the first time by the researcher. It is the fresh data. In this project, the primary data was collected through personal interview in the form of questionnaire from the employees.

SECONDARY DATA:

Secondary data was collected from various, literature reviews, reports, articles, database, and website.

RESEARCH DESIGN:

The research design chosen is descriptive as the study reveals the facts of existing.

SAMPLING:

A sampling is that part of the statistical concerned with selection of individual observation indicated to yield some knowledge about the population of the concerned, especially for the statistical.

SAMPLE SIZE:

The size of the sample selected for the study is 100 units.

The are he sampling size of the research methodology in the sampling.

Collected the primary and secondary data are scheduled to the suitable for the purpose of the analysis. Suitable statistical tools were applied in various for the analysis.

TOOLS FOR DATA ANALYSIS:

The collected data have been analyzed with the help of tools like;
Percentage analysis:

Simple percentage analysis refers to ratio. With the help of abolished the figure it will be the difficult to interpret any meaning from the collection data, the percentages are found out it becomes the easy to find the relative differences between two or more attributes.

INFERENCE:

From the above table shows that 90% of the respondent says that they Age 19% says below age of 20 and 29% says 26-35 years and 16% says 46-55 years and 17% says 46-55 years they marital status.

SUMMARY OF FINDING:

A startup refers to a new business venture that is either owned by one person or several people. Startups generate most of their startup capital by using various private forms of funding, and they must prove the merit of their business ideas to attract these investors. One of the best ways to accomplish this is by discussing the market for your product or idea. This means conducting of research into similar companies and products and understanding how lucrative the idea might be.

FINDINGS:

Despite of the increase in high technology many people do not have idea about all the opportunities about the entrepreneurship in India.

Many young people are focusing more on the IT sector in spite of having much opportunities and schemes because of lack of financial resources.

Awareness should be given in the rural areas about various employment opportunities.

With the help of start-up scheme one can find the appropriate team and proper infrastructure for their business this will increase stability to grow in the market.

There are many government initiatives for the minorities, tribal, and women which help them to grow financially. Awareness should be given for them to take advantage of those initiatives.

SUGGESTIONS:

It is found that form the 52.2% entrepreneur facing financial problems. So the government and bank management has taken initiative to provide financial assistance for entrepreneur. Government and policy makers help the entrepreneurs to provide loan and technical support to the new business. Banks makes advertisement for their loan and interest details for motivating new entrepreneurs for their financial crisis. Government take initiatives for arrangement of training and technical training for new entrepreneur for their successful business opportunities.

CONCLUSION:

Start-up India was propelled to give a promising future to the business people of the country. The activities acquainted were in extraordinary support with make new companies effective. A portion of these activities like easier and quicker enlistment, zero review for initial scarcely any years were an extraordinary guide to the individuals who needed to seek after a business through this medium. This paper endeavored to investigate the advantages and difficulties of the arrangement. As per there search done, we can reason that the activity of the administration brought a profound and last yearning constructive soul in the nation for all individuals youthful and old who needed to seek after their fantasies about having their own fruitful new businesses. This can be seen by the enormous number of utilizations got by the legislature. In any case, countless the media reports revealed that on request they've gotten that the advantages of the approach have not been totally conveyed as guaranteed because of bottlenecks because of defilement and inadequacy.

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Mastering the Art of Investment: A Holistic Exploration Across Diverse Financial Vehicles

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ABSTRACT:

Investing is both an art and a science, requiring a nuanced understanding of financial markets, risk management, and strategic decision-making. This paper aims to provide a comprehensive overview of the various financial vehicles available to investors, delving into the intricacies of each and offering insights into effective investment strategies. Moving beyond traditional investments, the paper explores alternative asset classes such as real estate, commodities, and crypto currencies. We analyze the unique characteristics and investment considerations associated with each alternative, including factors such as liquidity, volatility, and correlation to traditional markets. Special attention is given to emerging trends in alternative investments and their potential impact on portfolio construction and risk management.

INTRODUCTION:

In the intricate tapestry of global finance, the pursuit of mastering the art of investment requires an astute understanding of diverse financial vehicles that navigate the currents of economic evolution. The title, "Mastering the Art of Investment: A Holistic Exploration Across Diverse Financial Vehicles," encapsulates the essence of a journey that transcends the conventional boundaries of financial discourse. This exploration is not merely an academic endeavor; it is a foray into the dynamic interplay of tradition and innovation, equilibrium and disruption, risk and reward that defines the contemporary landscape of investment. Against the backdrop of a rapidly changing economic milieu and interconnected financial markets, the need for a holistic understanding of investment becomes paramount. This thesis embarks on an odyssey through the spectrum of investment opportunities, from the time-tested bastions of equities, bonds, and real estate to the cutting-edge frontiers of crypto currencies, venture capital, and sustainable investments.

OBJECTIVES OF THE STUDY:

To provide a comprehensive overview of various financial vehicles, including equities, bonds, real estate, crypto currencies, venture capital, and sustainable investments.

To elucidate the fundamental principles underlying each financial vehicle, including their historical context, risk-return profiles, and investment strategies.

To analyze the performance of traditional financial assets such as stocks and bonds in different market conditions, including bull and bear markets.

To explore the opportunities and challenges presented by emerging financial vehicles, particularly crypto currencies and startup investments.

SCOPE OF THE STUDY:

Comprehensive Investment Education: The title implies a thorough examination of investment principles, strategies, and techniques. **In-depth Coverage of Financial Instruments:** It suggests a detailed analysis of various investment vehicles, including stocks, bonds, mutual funds, ETFs, real estate, commodities, and alternative investments.

Integrated Perspective: The term "holistic exploration" indicates an approach that considers multiple factors influencing investment decisions, such as risk management, diversification, tax implications, and ESG criteria. **Strategic Portfolio Construction:** It likely includes guidance on constructing and managing investment portfolios tailored to individual risk tolerance, financial goals, and time horizon.

DIFFERENT TYPES OF INVESTMENTS OPPORTUNITIES:

Stocks: This represents ownership in a company. Investing in stocks involves purchasing shares of publicly traded companies, with the potential for capital appreciation and dividends.

Bonds: Bonds are debt securities issued by governments, municipalities, or corporations to raise capital. Investors who purchase bonds are essentially lending money to the issuer in exchange for periodic interest payments and the return of the principal amount at maturity.

Mutual Funds: Mutual funds pool money from multiple investors to invest in a diversified portfolio of stocks, bonds, or other assets. They are managed by professional fund managers and offer investors exposure to a wide range of securities with varying risk levels.

Exchange-Traded Funds (ETFs): ETFs are investment funds that trade on stock exchanges, similar to individual stocks. They typically track an index, commodity, or basket of assets and offer investors diversification, liquidity, and low-cost access to various markets.

Real Estate: Real estate investments involve purchasing properties such as residential, commercial, or industrial real estate with the aim of generating rental income and/or capital appreciation. Real estate investment trusts (REITs) are also popular vehicles for investing in real estate, offering tax advantages and liquidity.

LIMITATIONS OF THE STUDY:

Complexity: Investing can be inherently complex, and mastering it requires a deep understanding of various financial concepts, instruments, and strategies. Some individuals may find the topic overwhelming or challenging to grasp fully.

Risk: All investments come with inherent risks, including the risk of losing money. Despite efforts to manage risk effectively, there's no guarantee of investment success, and participants must be prepared for potential losses.

Information Overload: The abundance of information available on investment topics can lead to information overload, making it difficult for individuals to discern credible sources and relevant insights.

Market Uncertainty: Financial markets are subject to volatility, uncertainty, and unpredictability. Economic downturns, geopolitical events, and other factors can significantly impact investment performance, complicating decision-making. **Regulatory Complexity:** Investment markets are regulated by various authorities, and compliance with regulatory

requirements is crucial. Understanding and navigating these regulations can be challenging for individuals, particularly in a global context.

Ethical and ESG Considerations: While ethical and sustainable investing is gaining traction, evaluating the ethical implications and environmental, social, and governance (ESG) factors associated with investment opportunities can be complex and subjective.

Conclusion:

Mastering the art of investment is a multifaceted endeavor that requires a deep understanding of financial markets, a disciplined approach to research and analysis, and a commitment to sound risk management principles. Throughout this exploration of diverse financial vehicles, several key themes have emerged that are essential for investors to consider as they navigate the complexities of the investment landscape. First and foremost, asset allocation is paramount. A well-diversified portfolio that spans various asset classes, including stocks, bonds, real estate, commodities, and alternative investments, can help mitigate risk and enhance long-term returns. By carefully assessing their investment goals, risk tolerance, and time horizon, investors can construct portfolios that are aligned with their individual objectives. Furthermore, rigorous investment research and due diligence are essential for identifying attractive opportunities and avoiding potential pitfalls. Whether through fundamental analysis, technical analysis, or quantitative modeling, investors must employ robust analytical techniques to assess the intrinsic value and risk-return characteristics of prospective investments. Risk management is another critical component of successful investing. By implementing strategies such as hedging, diversification, and asset allocation rebalancing, investors can mitigate downside risk and preserve capital during periods of market volatility. Additionally, maintaining a long-term perspective and avoiding emotional decision-making can help investors stay focused on their investment objectives amid market fluctuations.

A STUDY OF STRATEGIES FOR INTRODUCING A NEW PRODUCT IN THE MARKET IN LAKME.

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ABSTRACT

The first and most important objective of the study is to know the awareness, perception, customer satisfaction of people and the focus here is on the brand LAKME and the loyalty enjoyed by it. The study of customer satisfaction is the most important factor for marketing any goods and services. The customer satisfaction suggests how individuals, groups and organizations select, buy, use and dispose of goods, services and ideas or experience to satisfy their needs and wants. It also gives clues for improving or introducing products or services, setting price, devising channels, etc. The cosmetics sector is one of the best and important sector present time. There are a lot of future opportunity on this sector. This increasing trend of different cosmetic products add fuel to the growing market opportunity. The demand of cosmetics is not only increasing in women, but also in men. So, there are many opportunities arising and changes take place day by day in consumer perception. The use of cosmetics by consumers has increased significantly with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing lifestyles and greater product choice and availability. This study helps to identify the liking towards Lakme Product. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Majority respondents are found to be preferring the brand and they are very loyal towards the brand. Quality is one of the major influences of Lakme brand purchases, thus the company can ensure, maintain, and sustain quality for the brand with no compromises on standards.

INTRODUCTION

Introducing a new product into the market for Lakme, a prominent beauty and cosmetics brand, demands a nuanced and well-crafted strategy to navigate the dynamic and competitive industry. In this ever-evolving landscape, understanding the market's intricacies is pivotal for a successful product launch. This introduction outlines the key considerations and strategies that can propel the new Lakme product into the spotlight. To embark on this journey, a comprehensive market analysis is essential. This involves a meticulous examination of consumer behaviors, preferences, and emerging trends within the beauty and cosmetics sector. By delving into market dynamics, Lakme can gain valuable insights into the unique demands of its target audience, identify whitespace opportunities, and position the new product strategically to meet

these evolving needs. Furthermore, adaptability emerges as a cornerstone of success in the ever-changing beauty market. The strategy should be designed with flexibility, enabling Lakme to respond swiftly to shifting market dynamics and consumer preferences. Establishing robust feedback mechanisms, such as customer surveys and social media interactions, ensures a continuous loop of insights. This integration of feedback into the overarching strategy empowers Lakme to refine and optimize its approach, staying attuned to evolving consumer expectations and maintaining a competitive edge.

OBJECTIVES OF THE STUDY:

- To study the reason for choosing Lakme product brand.

- To find out benefits of customers using Lakme product brand.

- To analyze challenges faced with Lakme product.

- To study satisfactory levels of Lakme product.

- To understand the expectations and requirements of all the customers.

SCOPE OF THE STUDY:

- This study helps to identify the liking towards Lakme product.

- It provides an insight to the various reasons that influence the usage of the product.

- This project can be further extended to study the effectiveness of various categories of Lakme Brand products.

- This study uncovers the impact, utility and effectiveness & efficiency of marketing strategies of Lakme on the success of cosmetic industry.

- A special emphasis is laid down on Lakme cosmetics.

NEEDS OF THE STUDY:

- Customer satisfaction plays an important role within every business. Not only is it the leading indicator.

- To measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key.

- Point of differentiation that helps you to attract new customers in competitive business environments.

LIMITATIONS OF THE STUDY:

- The beauty industry is highly competitive, making it challenging for a new Lakme product to stand out.

- Shifting trends and evolving consumer preferences can impact the product's appeal.

- Economic downturns may affect consumer spending on non-essential products like cosmetics.

REVIEW OF LITERATURE

The definition of cosmetics sometimes is expressed interchangeably. Cosmetic is a substance used by people onto the skin surface of face and body to make them look attractive. There are many products which are derived from the cosmetic category [Hornby, 2005]. The sub-category of cosmetic products are: soap and other body cleansing products; creams, lotions, face masks, powders and colors for the skin (eyes and lips); shampoos, lotions, oils, waving agents, dyes and its removers for the hair; nail polish; hair removers; toothpastes and other oral care;

antiperspirants, deodorants and other personal hygiene products; perfumes and other aromatic substances [Winter, 2005].

More people are capable and willing to pay more for high quality products, especially young-adults who wants to look attractive by using premium cosmetics. Besides, price is not the only factors that influence consumer decision-making. Brand loyalty is one of the key factors that creates recognition of the product and finally stimulate consumer decision making [AAKER, 1991]. There are some factors which might influence consumers' brand loyalty which are product quality, price, place and store environment, brand name, and promotion [KHRAIM, 2011]. In the other words, product quality, price, place and store environment, brand name, and promotion influence the consumer decision making

Ms.S.SANGEETHA (2017),the aim of the study is to examine the influence of brand loyalty among skin care cosmetics users in Chennai city in India. The study variables of brand loyalty are price, brand awareness, brand reputation, perceived quality, brand experience and customer satisfaction. The structured questionnaires were distributed to 688respondents. The statistical tool used in the study is step wise multiple regression analysis. The result reveals the factors influencing brand loyalty among skin care product users.

MURRAY (2012) investigates about brand loyalty towards craft breweries among beer tourists. The study variables in terms of visitor brand loyalty are: 1) accessibility to the product and to the company, 2) environmental consumption, 3) connection with the local community, 4) desire for unique consumer products,5) quality and satisfaction, and 6) recreation involvement. The survey conducted from the visitors to the brewery by using online survey.

List of reviews:

INDIRAPRIYADHARSHINI (2016) has studied —consumer satisfaction on personal care products Of HULl. Now a day most business organizations are operating in a complex and competitive environment where demands are constantly changing.

S.BAGIYALAKSHMI and S. SARANYA (2017): In his study entitled, “a study on cosmetics usage of girls”. The purpose of the study is to find cosmetic usage of girls and The most popular products are colored cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include LAKME and REVLON. This study has made a serious attempt to study the behaviors of teenage girls in the use of cosmetics. A sample of 100 girls was examined and their data collected. The samples for the study are selected systematically.

RESEARCH METHODOLOGY

Research specifies the information required to address the issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communications the finding and their implication.

Research methodology is the process used to collect the information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both presents and historical information.

RESEARCH DESIGN

A research design is purely and simply a frame work or plan for study that guides the collection and analysis of data. It is a blueprint that is followed in completing a study. The research design used in this study is descriptive research design.

METHODOLOGY OF DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research question, test hypotheses, and evaluate outcomes.

Primary Data Collection : Primary data are generated when a particular problems at hand is investigated by the researcher employing mail questionnaire, telephone survey personal interview, observation and experiments. In this study primary data was collected through a structured questionnaire that was prepared carefully. There are total 15 questions in the questionnaire.

Secondary Data Collection : Secondary data is the data collected by someone other than the user. Common sources of secondary data for social science include censuses, ` 12 organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrasts, are collected by the investigator conducting the research. Secondary data collected in this study is collected mainly through browsing news papers as well as from text books itself and also from company profile.

TOOL FOR DATA COLLECTION

A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. Although they are designed for statistical analysis of the responses, this is not always the case. The questionnaire was invented by SIR FRANCIS GALTON.

SAMPLING DESIGN

A sample design is definite plan for obtaining a sample from a given population. It refers to the techniques the procedure the researcher would adopt in selecting item for the sample. This sample design is determined before data are collected. The sampling used for the study is “Convenience sampling”. Under this sampling design every item or the universe has equal chance or inclusion in the sample because this is consumers.

Sample Size It must be an optimum size that it should neither be large enough to give a confident interval of desired width and such as the size of the sample must be chosen by logical process before the sample is taken. In order to get an exact result a sample size of 60 has been taken for the study. `13 **Sampling Technique** Convenience sampling is the unbiased surveying technique. The principle of random sampling is than every object has the same probability of being chosen. Each individual is chosen randomly entirely by chance. In this study convenience Sample method was adopted to select the sample and collect data.

Conclusion:

The competition is fierce in the multi-channel retailing environment. A business that hopes to grow and prosper requires a comprehensive logistics and transportation strategy, executed flawlessly. The dilemma for management lies in trying to meet consumers' growing expectations while keeping costs in check. In response to these issues of multi-channel growth, more and more carriers are branching out to offer logistics services. Those businesses that work to build successful relationships with logistics and transportation vendors will find that their efforts lead to improved customer service and profitability. It's not an easy task, but it is certainly one that's achievable with the tools and technology available today. Lakme has been found to be the most preferred brand it meet the promise made to the customer. Consumer relies on the Lakme products because it provides good quality, good results, good services, etc. So that customer may prefer Lakme products.

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STUDY OF INFORMATION TECHNOLOGY IN E-COMMERCE

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ABSTRACT:

Information technology has the power to develop the industry and transform how business is run. Internet in business is used for information exchange, media promotion, electronic mail, mailing lists, dialogue, discussions, consulting with consumers online. There are two electronic commerce applications, namely: business-to-consumer and business-to-business commerce. Information technology has the power to develop the industry and transform how business is run. The main obstacle in the use of information technology is the enormous cost of making an online network and supplying devices. The use of information technology plays an important role in trade and national economic growth to achieve public welfare in 2019, International Journal of Scientific and Technology Research. Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

INFORMATION TO THE STUDY: Information technology (IT) makes it possible to undertake initiatives that were inconceivable a few years ago. Technology, especially the Internet, provides unprecedented connectivity, access to information, coordination and communications on a worldwide scale. IT enables electronic commerce, which is changing the nature of markets and industries. This same technology transforms the structure and operations of organizations. The purpose of this course is to discuss the effects on modern business of the widespread application of information technology, including the evolution of new business models. We focus on electronic commerce as a highly visible example of the impact of information technology on business.

With the rapid advance of technology, there is always a problem in Ecommerce that can be answered by applying new and/or improved software and techniques. This blog will list a few of these issues, but it is by no means everything – information technology changes on a daily basis, and we cannot predict the future.

OBJECTIVES:

- To evaluate the E-commerce growth in India.

- To study the relationship between Information Technology and Commerce

- To examine how business is conducted using E-commerce techniques.

- To evaluate the sales of E-commerce for different years in India.

- To find out the most preferred way of payment in India to do E-commerce transactions.

SCOPE OF THE STUDY:

E-Commerce is buying and selling, marketing, servicing delivery and payment of products, service and information over internet, intranets, extranets and other networks, between an inter-networked enterprise and its prospects, customers suppliers and other business partners. It differs from the traditional commerce in the way that it enables the trading of goods, money and information electronically from computer to computer. Business is done electronically and there is no longer a need for physical currency or goods to conduct business.

LIMITATIONS OF THE STUDY:

- Lack of sufficient system is standard, reliability, security and communication protocols.

- Not enough telecommunication bandwidth.

- “The software development tools are still evolving and changing rapidly”.

- Integrating the internet and electronic commerce software with current databases and applications difficultly.

- Additional cost to request special Web servers and other infrastructures, in addition to the network servers.

- Possible problems of interoperability, that means some e-business software or applications does not fit with some hardware, or is incompatible with some operating system or other components.

LITERATURE REVIEW:

Archana Shrivastava and Ujwal Lanjewar, “In online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying behaviour was undertaken. Base on literature review, four predominant psychographic parameters namely, attitude, motivation, personality and trust were studied with respect to online buying. The online buying decision process models based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligence, knowledge management and data mining to design Behavioural Business Intelligence framework with a cohesive view of online buyer behaviour. For better understanding the factors of internet and customer shopping behaviour towards internet shopping, this chapter would provide academic research reviews and relative ideas expressed in the literature that associated with this subject. Furthermore, a number of hypotheses

will be tested to answer the research questions that mentioned already in the introduction. Due to the recent research shows the internet shopping becomes a full and effective business model, therefore there are several studies that already investigated more or less related on internet shopping and consumer behavior. In the following chapter, some point of view will be taken from literatures, and needs careful review to achieve them as the basis of the subsequent research investigation.”

Hasan et.al.also indicated that currently, e-commerce organizations have increasingly become a fundamental component of business strategy and a strong catalyst for economic development.

Ohidujja man et.al clearly discussed that e-commerce is a revolution and turning point in online business practices and can make a huge contribution to the economy.

Mehrdad salehi et.al found out distinguish between online marketing and traditional marketing. Though most of the people of Bangladesh especially the rural people are enough capable of operating internet to run the online business. For the reason, they need to be dependent on traditional marketing.

RESEARCH METHODOLOGY:

Surcel (2009) suggests that “IT professionals, web designers, IT managers and executives and all involved in the e-commerce software development must understand how to apply software engineering concepts for e-commerce systems, for better integrate their software with the needs of their business. IT professionals need to establish a methodology that resolves all the problems of e-business applications. Software developers, who understand the concepts of analysis, architecture and design, will have the success in developing the e-commerce systems.” The traditional SDLC is not enough to get the job done in e-commerce systems. Building information system is far more different with e-commerce systems because there is distinctive characteristic of the web application like creative design, advertising, marketing concepts and software engineering.

According to Coda et.al (1998) “The web infrastructure is going beyond the mere distribution of information and services towards the development of platform for generic distributed applications in the world-wide setting. This promising scenario is endangered by the weakness of the current methodologies that support the development of web-based applications

FINDINGS OF THE STUDY:

In the digital age, the world of commerce has undergone a revolutionary transformation with the advent of e-commerce. Gone are the days of traditional brick-and-mortar stores as more businesses embrace the online realm to reach a global audience. At the heart of this evolution lies the crucial role of Information Technology (IT). IT has become the backbone of e-commerce, enabling businesses to thrive in the competitive online markets by providing seamless experiences for customers and efficient management for merchants.

At the core of every successful e-commerce venture is a well-designed and user-friendly website. IT plays a pivotal role in developing and maintaining these online platforms. From

choosing the right e-commerce platform to customizing the website's appearance and functionalities, IT experts ensure a smooth and engaging online shopping experience for customers.

In the digital world, ensuring the security of online transactions is paramount. IT professionals implement robust security measures to protect sensitive customer data and safeguard against cyber threats. They also integrate secure payment gateways, allowing customers to make transactions with confidence and merchants to manage payments seamlessly.

IT systems are crucial in managing customer relationships in e-commerce. CRM software enables businesses to track customer interactions, analysed data, and tailor marketing strategies accordingly. It helps in understanding customer preferences, providing personalized recommendations, and nurturing long-term relationships with clients.

SUGGESTION:

IT is the cornerstone of most business operations, providing the infrastructure that supports a great deal of both front-end and back-end processes

Without IT to manage a business systems and computer network information, any unexpected breakdown or failure could bring all daily business activity to a halt.

In a business context, the Information Technology Association of America has defined information technology as "the study, design, development, application, implementation, support, or management of computer-based information systems".

The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones. Several products or services within an economy are associated with information technology, including computer hardware, software, electronics, semiconductors, internet, telecom equipment, and e-commerce.

CONCLUSION:

From the whole study, it can be concluded that E-COMMERCE plays a very vital role in the development of the whole Nation, society and the Indian economy. • By the inception of the internet and E-commerce the business and customers get better opportunities and different payment options to do business smoothly. E-commerce is continuously progressing and becoming more important for any type of business. It creates better opportunities for the profit in business and it gives more options to the customers. Day by day new technologies will create the next best things in the field of E-commerce for doing transactions because customers continue to desire their products and services better, faster and cheaper way. The study aimed at investigating whether cashless system had any, positive or negative, impact on the financial performance. It was established that cashless system had a positive impact on the services offered as more customers have been able to transact different services electronically. It has been also very easy to access their accounts and therefore saving on valuable time. On the other side E-commerce is harmful in accidental and fraud cases.

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STUDENT ATTITUDE TOWARDS ECO-FRIENDLY PRODUCT

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ABSTRACT:

The current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakens developing countries to the eco-friendly movement. This paper is essentially exploratory in nature and has two objectives. The first objective is to compare gender with attitudes towards the environment and eco-friendly products. The second objective is to investigate the relationship between attitude towards the environment and eco-friendly products. Result from the independent sample t-test shows that there were no significant differences between gender in their environmental attitudes and attitudes on eco-friendly products. The rotated factor matrix validated the underlying dimensions of environmental attitudes into three major dimensions (environmental protection, government's role, and personal norm). Results from the multiple linear regression analysis revealed that consumer attitudes on the government's role and their personal norm towards the environment contributed significantly to their attitude on eco-friendly product. Further investigation revealed that personal norm was the most important contributor to the attitude towards eco-friendly product. However, environmental protection did not contribute significantly to consumers' attitudes on eco-friendly product. Keywords: Environmental attitude; eco-friendly products; consumer behavior.

INTRODUCTION:

Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Eco-friendly refers to anything that is good for the environment, also called as environmentally friendly or Eco-friendly. So an eco-friendly product refers to those products that do not affect or cause any harm to the environment. Some of these going eco-friendly products when in use, help conserve energy, minimize carbon footprint or the emission of eco-friendly house gases, and does not lead to substantial toxicity or pollution to the environment .Other eco-friendly products are biodegradable, recyclable or compostable. Hence, they do not harm the environment or upset the ecological balance when they are disposed of. There show more content. so obviously it's beneficial. Some eco friendly products benefit consumers by saving them money. Energy-efficient appliances reduce the use of natural resources while lowering energy and utility bills. Products Eco Friendly, Recyclable and Biodegradable Products Plastics have become an indispensable ingredient to modern life. But the environmentally degradable plastics are finding innumerable opportunities and application.

Physical and chemical methods of pollution control were always in the forefront because they were easy to understand easy to control and were reproducible

Biodegradation is the real mechanism of nature of balancing the material. A better option is to modify the materials, processes and products in such a way that one can rely upon the biodegradation in nature, recalcitrance and bio accumulation problems are overcome. We are slowly changing our philosophy and are not merely targeting for clean-up or removal of pollutant but are aiming for prevention of pollution or facilitating biodegradation.

Eco - friendly products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use. Competition is one of the major challenges that a business man wants to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services.

ECO-FRIENDLY PRODUCT IN TAMIL NADU:

Eco –products displayed national expo in Chennai :

CHENNAI: As many as 150 stalls were set up for the National expo on Eco-alternatives to Single Use Plastics (SUP) at Chennai Trade Centre on Monday.

Various products, including edible cups, plates, cloth bags, well -being products are displayed to create awareness to avoid plastic use in daily life

M Ravichandran, Managing Director of Yucca bio green products, a Tiruchy-based company, sells edible cups and plates manufactured using grape seeds, dry fish, herbal, drumstick skin, jack fruit, and paddy.

In the next 10 years, plastic products will be banned across the country as they create health hazards for the environment. To create awareness and bring an alternative use for the public, we manufacture edible products. However, these cups and plates are not advised for reusable purposes. Even if they throw it away, it can be consumed by the cattle and stray animals," said Ravichandran.

Needs of the study:

To study by switching to eco- friendly products we can reduce waste and carbon emissions and save our health

To study of the product manufactures design the harmful effect on environment

To use natural materials to make these products and use renewable energy resources and fewer natural resources.

OBJECTIVES OF THE STUDY:

To study about the awareness level of eco friendly products

To study the buying behaviour about eco friendly products

To identify the factors influencing the customers to buy the product

To find out the level of satisfaction of customers towards eco friendly product

SCOPE OF THE STUDY:

The study is conducted to know the attitude of student towards eco-friendly products like solar light, solar heater, handicraft items, paper bags and clay products. Around 100 students are considered for the analysis. The study helps to acquire maximum information about the acceptability of the products, level of satisfaction of student using these products and also helps to get an overall picture of factors influencing student to purchase these products

Limitation of the study:

- ☐ Time allotted for the study is limited.
- ☐ The study does not reveal actual result as the sample size limited to 100
- ☐ The analysis based on some statistical tools which as it is own limitation.

LITERATURE REVIEW:

Douglas J. Darymple & Leonard J. Parsons (2002)

believe that the eco friendly || movement is a answer for business to produce more environmentally safe products. This approach is known as eco friendly marketing. Environmentalism is only one aspect of responsible conduct. The products should be designed for recyclability where possible.

Charles W Lamb et al (2004)

explained that Eco friendly Marking has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

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Anne T. Coughlan et al (2005)

observed the impact of eco friendly marketing and environmental protection. In his study, found that the environmental issues have a significant impact on the modern society. The environmental problems are the result of mass consumption and production across the globe. Due to limited resources, an extra caution is needed from both the consumers and the producers. Therefore, awareness is needed for the protection of environment.

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The relationship between college students study aims to verify the level of environmental attitudes and environmentally responsible behavior.

RESEARCH METHODOLOGY

The study is designed as descriptive and empirical one. It is descriptive because it describes the state of affairs as it is and it is empirical one because it collects first hand information with a structured questionnaire from the respondents. The primary data is collected directly from the respondents by using questionnaire and secondary data is collected from online resources.

SUMMARY OF FINDING:

Promoting eco-friendly products is very important now days, because the plastic products are creating so many problems in the environment. Most of the customers are aware about eco friendly products and its advantages. So they prefer to purchase eco-friendly products when it is available as an alternative for plastic product. 'Uravu' plays an important role in promoting eco friendly. Being eco-friendly we can protect our environment from the harmful effects of plastics and can have a nice life. The necessity of being eco-friendly is very important as this environment is not only for us but for so many future generations. The bamboo "the eco-friendly gold" provides local solutions to several global challenges. The bamboo Products achieved a great stand in the modern society due to its eco-friendly nature and more over it provides a nature of beauty to the products. Thus the bamboo products in the coming years will surely get a wide market among consumers. The eco-friendly products not only have great potential for growth in production and export but can also lead to wide spread generation of employment opportunities in the rural areas of the country

33% of the respondent says they usually 20

Most of the respondent is Agriculture persons are more use eco-friendly products

SUGGESTION:

Consumers are to be well educated about importance of eco-friendly products like paper bags, handicraft items and clay products.

In order to increase the sale of paper bags, handicraft items and clay products there is a need to undertake promotional activities.

There is a need for providing more information about the products through TV and websites.

Analyze the reason for low satisfaction of people and take corrective actions to solve these problems.

Provide guarantee for paper bags.

Provide information about eco label to those who are not aware of it.

Take measures to avoid the problem of unavailability of the products.

Educational institutions should introduce a subject on "environmental studies" in the academic curriculum

Distribute paper bags in educational institutions, municipalities, etc.

CONCLUSION:

The objective of this study was to present some insights regarding factors that influence consumer's perceptions and willingness to pay for eco-friendly products. The most significant factors found were personal benefit, price, convenience of use, performance, availability, concern for environment and health concern. These factors along with product category has significant influence in determine the total premium that an individual was willing to pay for eco-friendly products. The result, thus, should be able to assist the governments, policymakers, producers and marketers in taking into consideration the market potential of the

product categories for which consumer are willing to pay premium. Results of the study indicate that the majority of the consumers appeared to be aware of the concept eco-friendly, though there were some differences as far as understanding of the concept eco-friendly was concerned.

To promote eco-friendly products and practices education campaigns needs to be designed keeping in mind the message content that should reflect importance of safety, health and personal benefits. Government should strengthen its effort in informing the public about safety issues and policies related with the concept eco-friendly by exploring mass and social media. In addition, government authorities should put their efforts in promotions consumers' awareness and positive perceptions towards eco-friendly products. A certification system should be created whereby marketers would be granted certificate only if their products are guaranteed to have met the safety requirements. The local policymakers should also consider making environmental certification a mandatory requirement throughout all industry.

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A STUDY ON TRADITIONAL RETAILER INTENTION AMONG TEXTILE BUSINESS

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Abstract

Purpose—The purpose of the study is to explore and identify the factors that shape the success of local retail apparel clothing brands in a Southeast Asian market, Bangladesh. The study further offers relevant propositions on the basis of the results. **Design/methodology/approach**—Focus group methodology was used for data collection from the local retail clothing consumers of Dhaka and Chittagong divisions in Bangladesh. Framework analysis was applied for coding, categorizing, identifying the themes from the audiotapes and transcripts. The focus group transcripts were coded for common themes, issues, or ideas as expressed by the participants. Similar responses were identified from a prepared data matrix on the basis of the most frequent mentioned and less frequently mentioned responses. The research results were presented in a narrative to retain the authenticity of the local dialect and provide insight into the consumer behaviour. **Findings** Three critical factors were identified responsible for the success of local retail apparel clothing businesses in Bangladesh. The results revealed that the retail companies were heavily benefited by the adoption of intrinsic/extrinsic factors (product quality, price, and building retailers' reputation and brand name) and culture specific marketing efforts (after sales service, easiness of online transaction, convenient location, store atmosphere, availability of outlet, promoting cultural events, and local celebrity endorsement). The companies were further found advantageous of the socio-economic factors of the country (increase of purchasing power, rapid expansion of tertiary academic institutions, family influence, and change of behavioral pattern).

Keywords: local retail apparel clothing brands, success factors, Southeast Asia, Bangladesh

Introduction

Traditional marketing refers to all of the marketing techniques that predate. Traditional marketing is any form of marketing that uses offline media to reach an audience. Basic examples of traditional marketing include things like newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements.

What we now know as traditional marketing is largely a result of the advertising boom of the 1950s. This rising popularity in marketing happened as a result of the massive popularity of television during the 1950s. Up until this point, people had to read a newspaper, magazine, or billboard to see advertisements. Although radio advertising did exist, those ads couldn't reach

the same kind of audience. With television, advertisers could reach a massive audience in the comfort of their homes, transforming the way that businesses used advertising.

Types of traditional business models

A business model is simply the overarching plan of a company to generate a profit by selling a service or a product. The business model provides an outline of the plans of the company to produce a product or service and to market it.

1. Manufacturer

The manufacturer business model utilizes raw materials to create a product to sell. This type of business model might also involve the assembly of prefabricated components to make a new product, such as automobile manufacturing.

2. Distributor

A company fitting the distributor business model would be a business that buys products directly from a manufacturing company. This business would then resell the products directly to consumers or to a retailer.

3. Direct mail

Direct mail marketing sends print materials like letters or postcards to the addresses of potential customers living in your target area. You can send direct mail to people who have expressed interest in the company or its products

4. Print ads

Print advertisements allow you to reach more prospective customers through outlets like newspapers or magazines. If you're hoping to build more awareness in the community, showcasing advertisements in the newspaper can help others learn more about the brand, its location and its products.

5. Event marketing

With event marketing, you can create advertising materials to showcase at industry events, like seminars, conventions or conferences. Try creating booths and larger materials like signs or banners to attract attendees and teach them about the company and its products.

6. Broadcasting

Another way to gain either local or national recognition is by making commercials for radio and television. You can make and sell creative ads that help customers learn more about your brand and products

7. Cold calling

Also called telemarketing, this type of marketing applies to companies that sell their products or services over the phone.

8. Product placement

Product placement is a form of advertising in which a company prominently displays its product or brand product within the context of a television show, movie or another form of media.

Needs of textile

Without all of these technical textiles, food production would be less reliable.

People also need clothes and blankets to stay warm.

Without natural and synthetic fibres, shingles and other types of building materials could not be made, influencing the type of shelters built.

The textile is a component of basic needs like food and shelter.

Textiles are everywhere in our lives, from bath towels to space suits.

Textiles help humans by comforting, protecting, and extending their lives.

Retailers enable consumers to access a wide variety of products and services worldwide.

Limitation of the study

Due to lack of time, the present study is conducted only retailers and nor covered the performance of customers and their satisfaction in retailing.

The primary challenge in retail analytics is the complexity of the business itself. At any given moment, you've got data flowing from inventory systems, POS terminals, ERPs, OMSs, and more. So much data, in fact, that effective manual analysis is simply impossible

Retailers play an important role in the economy by connecting manufacturers or producers with consumers. Here are some benefits and limitations of retailers:

This study is among the first to explore the transformation of business models to circular ones, with path dependencies and dynamic capabilities as theoretical lenses.

Objective

To study the current position situation of the textile industry

Find out the possible ways of solution to weaknesses

To find out the strengths and weaknesses of the suiting and shirting

To indentify the key opportunities and threats in the textile business

To find out the problem faced by the various departments' manager and labours

To study the marketing mix (product, price, place and promotion) of the textile business

HISTORY

The origins of textiles can be traced to man's great transition from a nomadic, food-seeking hunting culture to a communal food-storing surplus civilization. Using culture, this evolution was confined around the four great river cradles of civilization- The Nile Valley, The Tigris-Euphrates Plain, The Yangtze Valley and The Indus Valley of North-Western India where it began in around 2500 BC.

Primitive clothing styles were determined by the climate and nature of raw materials which naturally differed from region to region. Very little has been known till now about the birth of the Indian textile industry, but it has been documented in various citations that this industry has its origins in the Indus Valley Civilization as early as the 5th Century. People of that civilisation wore hand-spun cotton for garments using indigo colors in their fabric

Garment workers stitch shirts at a textile factory of Texport Industries in Hindupur town in the southern state of Andhra Pradesh, India. REUTERS/Samuel Rajkumar

The Indian economy is predominantly agrarian and has been so since the time historians documented the Indian economy. In their records, it has also been mentioned that through time the second largest industry that has significantly contributed towards the growth of the nation is the textile industry. It has been the employer to millions of people across the length and breadth of the country.

REVIEW AND LITERATURE

Urbinati et al (2017) Even though this definition highlights the extension of product lifespan as a key element of a CBM, another important way to drive resource efficiency is servitisation. In literature, a CBM based on this ideology is often referred to as a product-service system – a model that aims to replace products with solutions that have maximum utilization, and in some cases, as low a physical content as possible frishammar and parade (2019) With regulation tightening and consumers becoming more environment-conscious, clothing brands are now seeking better alternatives to their prevailing take-make-dispose ways of doing business. To make CE better implementable in companies, the concept of circular business models (CBMs) is presented and defined as “business models that create, capture and deliver value to improve resource efficiency by extending the lifespan of products and parts, thereby realizing environmental, social, and economic benefits”.

Elaine Buxton(2000) 3nanalysis a comparison of mystery shopping studies and customer satisfaction studies. Companies need customer satisfaction information in order to serve customers better both immediately and in the long run. In this article, customer satisfaction and service measurement studies, such as mystery shopping, are compared and contrasted. John(2001)analyzed the personal trust and behavioral bases of trust in banking relationship. He emphasized that banks should pay attention to intra as well as firm policies for developing trust and assessing trustworthiness. He concluded that marketing strategy could both analyze the trust character of customers as well as proactively pursue those relationship forms of marketing that could generate long term competitive advantage. Doug Berdie(2004) A comparison of consumer and business-to-business customer satisfaction research. An examination of the role of customer satisfaction research in the business-to-business and consumer settings highlight was show that how each situation influences the measurement of satisfaction. Roger Blumberg(2005) Ariba’s satisfaction research program has made listening to the customer a company-wide habit. Customer satisfaction research was ingrained in the corporate culture of spend management firm Ariba.David Rich (2005) Achieve satisfaction through customer experience management. Customer experience management (CEM) views the customer as a whole series of interactions across a variety of channels. CEM incorporated customer satisfaction and customer experience measurements, as well as customer relationship management, into one complete view of the customer across channels. John Goodman and Patty David (2009) why your customer satisfaction surveys are not actionable. Your internal clients are busy. To give them the customer satisfaction data they need, the authors suggest, you must make the information relevant and easy to act upon and tie it to a specific economic consequence. Products of textile fiber include yarn, thread, natural silk, rayon, chemical fibre short-hair silk, elastic silk, and metal wire. Textiles are created by processing, weaving or knitting these materials. These can create typically manufactured goods, such as clothing, accessories, gloves, hats and blankets, or any type of plastic, industrial, natural fur, agricultural or medical fabric. Hiba, 1998The strategies and policies developed in the last decade to promote sustainable development have increased much

pressure on all industries to find ways to maintain a balance in the ecosystem wherein the business and the industry can stay side by side

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure

FINDINGS

The key to capturing lost sales opportunities is having a better understanding of local demand. If we know which items should be selling at high levels at each store, we can make sure that we don't miss opportunities with potential local best sellers. In addition, we avoid wasting store managers' time by highlighting national best sellers that have low demand at their store due to unique local conditions.

To learn more about how CB4 helps identify items in the store with high local demand that are suffering from operational issues, take a look at our technical overview. Because of the limitations of retail business analytics discussed above and because of the wish not to capture too much time from the stores' teams, at times retailers tend to watch top performing SKUs closely. This practice typically means that once the sales of a top selling items drop to a suspicious level, the store personal is alerted. The top sellers are typically the top selling items nationally or regionally.

A majority of the respondents (30) was between the age group 36 - 45 years.

Chi-square test has proven that there is no significant association between Customer service and purchase at textile industries. There is a negative correlation between know about the product and factors require better performance from textile industries

Summary of textile industry

A textile business takes raw materials like wool and cotton and creates a yarn that is later used to make and create fabric. These are the processes involved in the textile industry, which are the development, production, manufacture, and distribution of textiles.

The Textiles & Garments industry holds a prominent place in the Indian economy because it is the second biggest employment generator in the economy, after agriculture providing direct employment to over 35 million people, which includes a substantial number of SC/ST, and women

1. It provides an additional employment of 60 million in allied sector, making total employment figures of 105 million.

2. Currently, the sector contributes about 14% to industrial production, and 4% to the GDP. India's total textile and garments industry size is estimated at US\$ 115 billion in 2011-12 and is projected to grow at a CAGR of 9.5 per cent to reach USD 223 billion by 20213 .

Textiles & Garments sector consists of four major segments viz. Cotton; Man-made filament & fibre; Wool; Silk; and vegetable textile fibres. „Cotton and „Man-made fibres“ segments have been the engines of growth of the global textiles & garments industry. In terms of global exports, Cotton and man-made filament & fibres led the pack with global exports of US\$ 132 billion in 2010 (US\$ 58 billion & US\$ 74 billion respectively).

SUGGESTIONS

Government should concentrate further more on Research and Development and should provided

Technology Up gradation Fund to make their product to good quality and innovative in order to compete in to the Global Trade.

Dyeing problem is the major problem which may hinder the growth of economy for the past few years.

The Measures have taken by the Government should be strictly followed by the Companies.

Another problem is irregular electricity supply, due to this problems companies are not able to finish their production in time and resulted in cancel of various orders and leads to severe economical loss.

So the government can take various remedies to overcome problems.

CONCLUSION

Just like any other Industry, Textiles jobs also have few benefits and drawbacks. if you want to pursue career in this field then understanding about Textiles Jobs pros and cons can really help you. In this article, we defined the Textiles field and discussed The Advantages and Disadvantages of Textiles Jobs. There are plenty of good reasons to follow a career as an Textiles. I hope you enjoyed this article.

The analysis of Problem and Prospects of Small Scale Garments Textile Unit is a complex process because this involves human beings whose behavior is subject to swing. The study gives an idea about the problems faced by the small scale garments textile units and their prospects for a particular period of time. he key risk identified in this sector is foreign exchange losses due to volatility in the rupee against the US dollar as well as higher interest. Costs and large portion of the processing capacity is obsolete. The study reveals that Garment textile units facing problems like electricity, dyeing, hike of yarn price and issues like high taxes. It is further revealed that the production capacity is very low due to lack of training, skills, experience, and low educated employees.

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A STUDY ON MARKETING MIX TOWARDS ROYAL ENFIELD MOTORCYCLE

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ABSTRACT:

The research was entitled as “analysis of marketing mix elements and its impact on brand preferences of Royal Enfield among young age consumers in Thoothukudi Corporation”, reveals the importance of marketing mix followed in the organization & its impact on Brand preferences. The marketing activities can be examined in relation to brand loyalty of the organization because brand successes have power to allow marketers to gain competitive advantage. Article arises research questions is marketing mix create added value enterprises. There are used scientific literature and analysis method in article. An analysis of scientific literature, it can said that the marketing mix measures are the actions and measures necessary to achieve marketing goals. Marketing elements; product, price, place and for marketing objectives. Product is the most important and valuable benefit a marketer could offer to the consumers. Consumers’ passion for the product and its performance as per their expectations leads to obsession. The present study aims to: a) cap-ture consumers’ expectations and perceived performance regarding automobile product with specific reference to Royal Enfield Motorcycle; b) to see if there is any significant difference between consumer expectation and perception; c) to develop regression-based model-regressing perceived performance of the product attributes on satisfaction regarding overall performance of the product.

Keywords: Product attributes • Customer Perception • Customer Obsession , Marketing mix and Brand preferences.

INTRODUCTION

Royal Enfield was a brand name under which Enfield Cycle Company Limited of Redditch, Worcestershire, sold motorcycles, bicycles, lawn mowers and stationary engines that manufactured them. The Enfield Cycle Company also used the Enfield brand without Royal. The first Royal Enfield motorcycle was built in 1901. The Enfield Cycle Company is responsible for the original design and production of Royal Enfield Bullet, the most durable motorcycle design in history. Enfield's remaining motorcycle business became part of Norton Villiers in 1967, with the closure of the business in 1978. Gradually, Royal Enfield is an Indian cruise assembly brand labelled "the most experienced bicycle brand worldwide in the non-stop generation" made on production lines in Chennai in India. Authorized by Royal Enfield by the Indian Madras Motors, he is currently an assistant to Eicher Motors Limited, an Indian car manufacturer. The organization manufactures the Royal Enfield Bullet and other single chamber bicycles. First created in 1901, Royal Enfield is the most established bicycle brand on the planet that is still

underway, and the Bullet model gets a load from the longest generation of bicycles ever seen. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.

OBJECTIVES:

To study industrial profile using porters five force model,

To study the company profile using McKinney's 7s model,

In the direction of comprehend the purposes behind buying Royal Enfield Two-wheeler.

To think regarding the knowledge after buy connecting different parameter. (repair, bicycle execution, mileage and so forth.)

NEED FOR THE STUDY:

The need for this study is to know the consumer predisposition characters of the customers. And understand the satisfaction level of customers in Royal Enfield motorcycle.

To analyses different factors influencing the customers and the customer preference for the Royal Enfield Bike.

The need to study the topic focuses on two-wheeler with brand preference to Royal Enfield bikes.

ADVANTAGE:

Royal Enfield Bike as known for their reliability and durability.

They are well- suited for riding in challenging conditions, such as the high attitudes and rough roads of Ladakh.

Royal Enfield Bike are also relative comfortable to ride for long distance comfortable to ride for long distance.

DISADVANTAGE:

Right Enfield Bike are not as fast as some other types of motorcycle.

This can make it difficult to keep up with traffic on the highway

Right Enfield Bike can be heavy, which can make them difficult to maneuver in tight spaces.

REVIEW OF LITURATURE:

K. Reenareicha etc at all(2019), in their article about "A Study On marketing mix towards royal Enfield motorcycle" stated that The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the ironic brand Royal Enfield. This study also investigates the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 75 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance etc.

HSR SERVICES

HSR Services is one of the top leading Royal Enfield's authorized dealers in Bangalore, having three retail stores, three service centres and one pre-owned motorcycles vintage store. This study is based on the reference with HSR Services retail store, Banashankari.

- HSR Services at Banashankari is a retail sales showroom where two-wheeler enthusiasts can choose from a wide range of motorcycles.
- The showroom displays a wide range of motorcycle models both, new and popular ones along with apparels and accessories.
- The sales staff employed at the showroom is well-trained and experienced. The entire team is committed to offering the best of service to its customers and leaves no stone unturned in ensuring potential buyers find something that matches their requirements perfectly
- Their suggestions make it convenient for customers to make a well-informed decision. They are able of providing the required information related to the salient features, specifications, on-road price and model availability.

ROYAL ENFIELD-MADE LIKE A GUN:

Royal Enfield, the oldest as well as the finest motor cycle in the country which is still in market. The Royal Enfield motorcycles are licensed from the Madras Motors in Chennai. Royal Enfield tied up with Eicher Group, an automotive company in India, and merged with it in 1994. Eicher Group produced the Royal Enfield Bullet and single cylinder motorcycles. The first motorcycle which was manufactured in 1901 has passed more than 75 years production. The Eicher group started manufacturing so many motorcycles in India ranges as Royal Enfield classic 350, Bullet 350, Thunderbird 350x, Himalayan, Bullet 500, Classic 500, thunderbird 350, thunderbird 500x, thunderbird 500, continental GT 650, Interceptor 650 and Bullet Trials Work. The Royal Enfield brags of an all-metal development with less number of plastic parts (aside from the Himalayan) and is fit for withstanding many years of utilization if the bike is kept up appropriately. You realize we are not kidding when there are RE bikes on special today which are at any rate 10-20 years of age and still runs. Until some time back, the Royal Enfield used to be a gained taste. Yet, with the coming of new highlights like electric begin, the Royal Enfield is anything but a faraway idea. Everybody can ride a RE now. The way towards riding a Royal Enfield has turned out to be a lot simpler gratitude to new innovation. In 1990, Enfield India launched a diesel version of the motorcycle called the Taurus. It failed to get a commercial success.

RESEARCH METHODOLOGY:

This report is based on primary as well secondary data; however primary data collection was given more importance since it is overbearing factor in attitude studies. One of the most important users of research methodology is that it helps in identifying the problem, collecting, analysing the required information data and providing an alternative solution to the problem. It also helps in collecting the vital information that is required by the top management to assist them for the better decision making both day to day decision and critical ones.

FINDINGS OF THE STUDY:

- Choosing appropriate production technique helped the company in achieving the company's goals as well as success in its marketing mix.
- The company can still use these processes to solve its problems. If not that it can use this as a reference to make changes in the company.
- The new bike industry is experiencing a drop-in sale due to government policies as GST, 5-year insurance and high investment.

SUGGETIONS

Royal Enfield usually have their shop mostly in cities . but they haven't establish in their branches in town areas this course the problem in reaching to rural areas.

Royal Enfield have to focus on the right places for example crowed place, famous street etc. While opening the branch in city / town.

From the above finding the researcher offer the offer the following suggestion have been given,

The management concentrate on to create the new customers through publicity and public relation.

The price is very high so the price not a comfortable in low level income people.

Old model bikes engine capacity was satisfied the customers but current model engine capacity is not satisfied the

customers. So, that to provide good quality of engine Royal Enfield.

The customers are expecting quality and fuel efficiency. Fuel efficiency is a one of the important factors for bikes.

So the companies have to take step to improve fuel efficiency of the Royal Enfield bikes.

The management to create the positive attitude to the customers from that company have to increase their market potential.

The management to create the positive attitude to the customers from that company have to increase their market potential.

CONCLUSION

The study has helped to understand the Marketing mix as a whole towards the Royal Enfield Motorcycle- with reference to HSR Service Bangalore.

Since the adoption of marketing mix, the company has managed to flourish and is continuing to do so. The key to its success was adaption of marketing mix .But now the market has become even more dynamic with much more intense competition .The brand did deal with few of its problem but is yet to overcome problems

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THE ROLE OF ADVERTISEMENT MEDIA ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT:

The role of advertising media in shaping consumer buying behaviour is a dynamic and intricate process influenced by psychological, emotional, and cognitive factors. One significant aspect is the power of visual and auditory stimuli employed in advertisements. Through carefully crafted visuals, colours, and sounds, advertisers aim to evoke emotions and create a lasting impact on consumers. Emotionally resonant advertisements have the potential to establish a strong connection between the consumer and the brand, influencing their preferences and choices. Additionally, advertisements often leverage storytelling techniques, forming narratives that consumers can relate to, further enhancing the emotional engagement and potentially influencing purchase decisions. The choice of advertising media channels also plays a pivotal role in influencing consumer behavior. Traditional channels like television and print media offer broad reach, while digital platforms and social media provide targeted and interactive avenues. The ubiquity of smart phones and the prevalence of social media platforms have transformed how consumers engage with advertisements. Social media, in particular, allows for immediate feedback, sharing, and discussions, creating a more interactive and community-driven advertising environment.

INTRODUCTION:

Advertising media plays a pivotal role in shaping consumer buying behavior, influencing purchasing decisions in a dynamic marketplace. The advent of various media channels, including television, radio, print, and digital platforms, has provided advertisers with unprecedented opportunities to reach and engage consumers. Through carefully crafted messages, advertisements create awareness about products and services, highlighting their unique selling propositions and benefits. The visual and auditory appeal of these advertisements captures the attention of the audience, imprinting brand messages into their subconscious minds. Moreover, advertising media serves as a bridge between consumers and brands, fostering a connection that goes beyond mere product information. The emotional resonance conveyed through advertisements plays a significant role in swaying consumer preferences. The visual and auditory appeal of well-crafted advertisements captures attention in an oversaturated market, creating a mental footprint for brands. These advertisements introduce consumers to the features, advantages, and unique selling propositions of products.

OBJECTIVES:

- Create awareness about products or services.
- Convey information on features and benefits.
- Establish a positive brand image.
- Enhance brand credibility and trust.

SCOPE:

- Influencing purchase decisions by shaping consumer preferences.
- Expanding market reach to a broader audience.
- Enhancing brand visibility and recognition.
- Creating awareness about new products or services.

ADVANTAGES:

- Increasing customer service.
- Identifying competitors.
- Designing marketing strategy.
- Creating new innovations.

LIMITATIONS:

- Limited effectiveness in reaching specific niche markets.
- Cultural differences may lead to misinterpretation of messages.
- Advertisements may contribute to environmental concerns.
- Inability to address the individual needs of diverse consumers.

REVIEW OF LITERATURE:

The literature on the role of advertising media in consumer buying behaviour suggests a complex interplay between various factors. Studies highlight that the choice of media, such as TV, online, or social media, significantly influences consumers' perceptions and purchasing decisions. Furthermore, the content, message appeal, and frequency of advertisements play crucial roles in shaping consumer attitudes. Additionally, research emphasizes the impact of demographic and psychographic variables on how individuals respond to different advertising mediums. Overall, the literature underscores the dynamic nature of consumer behaviour influenced by diverse advertising channels. Moreover, studies indicate that the rise of digital media has transformed the advertising landscape, providing new avenues for brands to engage with consumers.

The interactive nature of online platforms enables personalized advertising, fostering a more direct and immediate connection with potential buyers. Social media, in particular, has emerged as a powerful tool for advertisers to leverage user-generated content and word-of-mouth influence, further shaping consumer perceptions.

DEFINITIONS:

As stated by Philip Kotler, "Advertising is a powerful tool that shapes consumer behaviour by creating awareness and influencing preferences. As mentioned by David Aaker, "The role of advertisement media is to strategically communicate brand messages, ultimately steering consumer choices." As explained by Herbert E.Krugman, "Advertisements act as persuasive stimuli, shaping consumer perceptions and guiding purchasing decisions."

As mentioned by William M.O'Barr, "Consumer buying behavior is significantly influenced by the visual and auditory impact of television advertisements." As explained by Shintaro Okazaki, "Digital advertising leverages online platforms to target specific consumer segments, reshaping the modern consumer landscape. As stated by Debra Zahay, "Social media advertising engages consumers through interactive content, impacting their preferences and purchasing patterns."

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FINANCIAL ANALYSIS OF INFOSYS LIMITED

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ABSTRACT

Infosys turned into registered as Infosys consultant's private limited on 2nd July 1981. Infosys is probably world ledger in subsequent technology virtual offering and consulting. The foremost objective of this study is to figure out the firm's liquidity and profitability position by using ratio analysis tool. This study is prediction upon the secondary data extracted from the annual report for the INFOSYS Limited. The financial statement of INFOSYS limited are collected over a period of 5 years from 2018-2022. Financial overall performance enables in forecasting the short term and long- term period economic role and increase of employer. The monetary function of the agency changed into satisfactory.

KEY WORDS: Financial performance, Ratio analysis, Liquidity ratio, Profitability ratio.

INTRODUCTION

Seven engineers commenced Infosys in 1981 with \$250 in cash in Pune, Maharashtra, India. On July 2, 1981, it truly turned into registered as Infosys consultant's private limited. When the organization have becomes a public restricted enterprise in June 1992, it modified its call from Infosys technologies private limited to Infosys Technologies Limited.

In June 2011, it underwent a population Extrude to Infosys Limited. For companies in the banking, insurance, manufacturing, and other different sectors, Infosys gives software development, maintenance, and impartial validation services. Finale, a usual banking device with distinctive modules for retail and commercial enterprise banking, is one of its well-known offerings.

STATEMENT OF THE PROBLEM

The effectiveness of monetary overall performance involves making choices within side the business enterprise the use of a ratio. Evaluation device to understand profitability and liquidity position and to decide whether or not the company is in a function to fulfill their responsibilities well and on time. The project to hand is to investigate Infosys India's monetary overall performance.

OBJECTIVES OF THE STUDY

To study the liquidity position of Infosys Ltd.

To determine the overall efficiency of Infosys Ltd by using profitability ratios.

To study the solvency ratio of Infosys Ltd.

RESEARCH METHODOLOGY

The study is about financial performance so it deals with the secondary data. The data has been collected from annual report of the company. The study covers the period of five years ranges from 2018-2022. The study employs analytical research design. Tools and techniques Ratio analysis is used in this study for analyzing the financial statement of Infosys Ltd.

LIMITATIONS OF STUDY

The study is based on the data obtained from the annual report of concern.

It does not reflect the current position of the concern.

REVIEW LITERATURE

Dr.P.R.Brindakalyani(2021), A study on financial performance of Infosys limited took a period of 5 years from 2016 to 2020. It was found that market value of the firm were higher to cover the debts of firm. Pattern of the firm remains almost same but there were technological changes for every year.

Dr. Mrs. Vijayalakshmi, J. Nandhini, P.V. Nivashini and G. Pavithra (2019), this study is mainly done to analyze the financial performance of Ashok Leyland Limited for the period of 2014-2018. It is based on the secondary data collected from the annual report of the company.

Anil Kumar Goyal (2020), A study on financial performance analysis of Bharat Petroleum Corporation India" The author uses profitability, liquidity and solvency ratio for analysis of the company's financial performance. The study covers the period of study from 2004-2005 to 2011-2012. It is concluded that the company was unable to even touch the ideal quick ratio during the period of study which may create problem to the short term liquidity.

FINDINGS

The current ratio was approving during 2018-2022.

The gross profit ratio was highest in the year 2018 and lowest in the year 2022.

Net profit ratio is the ratio of after tax profits to Net Sale's, it is high in the period of 2018 and low in the period of 2022.

Operating profit ratio is the ratio of operating profit before interest and taxes to net sales multiplied by 100. It is high in the period of 2018 and low in the period of 2022.

The debt equity ratio indicates that a company is borrowing more capital from the market fund its operations, the debt equity ratio was low in the year 2018 and high in the year 2022.

Interest coverage ratio was indicates low in the year of 2018 and 2019. After 2 years the interest coverage was high in the period of 2022.

SUGGESTIONS

The company can retain profitability position stable by making efficient employment of their available Resources. The management may take proper decisions to maintain their interest coverage ratio, so that they can maintain their interest coverage expenses in long run.

CONCLUSION

On studying the financial performance of INFOSYS LTD, for a period of five years from 2018 to 2022. The study let out that the financial presentation in general is satisfactory. Financial presentation is important for finding the financial strength of the business. Researcher has used to analysis various ratios like liquidity ratio, profitability ratio, solvency ratio to analysis the performance of the company. It could be terminate that the company has been performing well.

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3. Anil Kumar Goyal (2020), “ A Study on financial performance analysis of Bharat petroleum corporation limited”, ISSN 2231-1009, Volume no.3, January 26,2020 short term obligations. It compares a firm’s current assets to its current liabilities.

A STUDY ON EFFECTIVE TRAINING AND DEVELOPMENT FOR THE BANK EMPLOYEE

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ABSTRACT.

In today's competitive banking sector, the effectiveness of training and development programs for employees is paramount. This study explores the various dimensions of effective training and development strategies tailored specifically for bank employees. Through a comprehensive literature review and empirical analysis, this research investigates the impact of training and development initiatives on employee performance, job satisfaction, and overall organizational success within the banking industry. Moreover, the study identifies key factors influencing the design, implementation, and evaluation of training programs, including technological advancements, regulatory requirements, and changing customer expectations. By synthesizing theoretical insights with practical implications, this research provides valuable insights for bank managers and HR professionals to optimize training and development efforts, enhance employee competencies, and ultimately drive organizational growth in the dynamic banking landscape.

Keywords: Effective, Training, Development

Introduction:

The introduction of the study on effective training and development for bank employees delves into the pivotal role played by continuous learning in the banking sector. In an ever-evolving financial landscape, the need for skilled and adaptable employees is paramount. By addressing the challenges unique to the sector, such as regulatory compliance and technological advancements, the research endeavors to provide valuable insights for optimizing the professional growth of bank employees and ensuring their sustained success in a dynamic financial environment. Effective training and development for bank employees is crucial for enhancing their skills and productivity. The study aims to explore methodologies and tools that optimize training programs, ensuring alignment with industry trends and regulatory requirements. It will investigate the impact of personalized learning, simulation techniques, and continuous feedback on employee performance.

Objectives: Evaluate the existing training programs within the bank to identify strengths and weaknesses.

Determine the specific skills and knowledge gaps among bank employees that hinder optional performance.

Scope of the study:

The study will focus on a specific region or multiple regions, analyzing the training and development practices within the banking sector.

The scope will cover employees at various levels, from entry-level positions to managerial roles, to ensure a comprehensive understanding of training needs.

Needs of the study:

Identify specific skills essential for bank employees, such as financial analysis, risk management and customer relationship management.

Assess the need for enhancing digital literacy and proficiency in emerging technologies within the banking sector.

Determine the training needs related to staying abreast of changing regulations and compliance requirements in the financial industry.

REVIEW OF LITERATURE

A literature review serves as a critical component of academic research, providing a comprehensive overview of existing scholarly literature on a particular topic. It plays a crucial role in identifying gaps, trends, and debates within the field, informing the research questions, methodology, and theoretical framework of a study.

Synthesis: Literature review involves synthesizing existing research findings and theoretical perspectives to create a coherent narrative that illuminates the current state of knowledge on a given topic.

Critical Analysis: It entails critically evaluating the strengths, weaknesses, and limitations of previous studies, theories, and methodologies to identify gaps, inconsistencies, and areas for further investigation.

Scope: Literature review delineates the boundaries of the research by defining the key concepts, variables, and themes relevant to the study, thereby establishing a framework for subsequent analysis and interpretation.

Research Design: It informs the design and implementation of research methodologies by providing insights into the conceptual frameworks, data collection techniques, and analytical approaches employed in previous studies.

Historical Context: Literature review situates the research within its historical and theoretical context by tracing the evolution of ideas, debates, and methodologies relevant to the topic over time.

Synoptic View: It offers a synoptic view of the existing literature, organizing and summarizing diverse sources to highlight key themes, trends, and controversies in the field.

Innovation: Literature review identifies opportunities for innovation and advancement by synthesizing disparate sources and proposing new theoretical frameworks, research methodologies, or empirical approaches.

Validation: It provides a basis for validating the research findings by grounding them in the established literature and demonstrating how the study contributes to, or diverges from, existing knowledge.

RESEARCH METHODOLOGY

Research methodology: In a comprehensive study on effective training and development for bank employees, the research methodology plays a crucial role in ensuring the validity and reliability of findings. The first step involves a thorough literature review to understand existing theories and practices in employee training within the banking sector. This forms the foundation for constructing a conceptual framework that guides the research design.

FRAMEWORK FOR ANALYSIS

Percentage analysis is used to interpret the data. This is one of the widely used method to analyze the collected. The percentage method is calculated by number of respondent divided by total number of respondent, which is multiplied by 100.

Percentage Analysis = $\frac{\text{Number of respondent}}{\text{Total no. of respondents}} \times 100$
Suggestions:

The relationship between the employees and the Reporting officer can be still improved.

The organization can provide training programs to their employees to fill the communication gap with their colleagues.

The Reporting officer should provide support to their employees in implementing their learning.

The training which is provided to the employees can be still effective so that they can implement their learning without seeking support from their reporting officer.

Conclusion:

Effective training and development programs are essential for the sustained success of banks in today's competitive environment. Through this study, it is evident that investing in employee training not only improves individual performance but also contributes to overall organizational effectiveness. By aligning training initiatives with strategic goals and addressing the evolving needs of employees, banks can foster a culture of continuous learning and innovation. Additionally, leveraging technology for training delivery and evaluation can enhance accessibility and effectiveness, particularly in the context of remote work and digital banking trends. Moreover, this research underscores the importance of ongoing evaluation and adaptation of training programs to ensure relevance and impact. By soliciting feedback from employees and leveraging data analytics, banks can refine their training strategies to address emerging challenges and capitalize on opportunities for improvement. Furthermore, compliance with regulatory requirements remains a crucial aspect of training and development efforts, necessitating proactive measures to stay abreast of industry regulations and best practices.

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A STUDY ON SOCIAL MEDIA ANALYSIS

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ABSTRACT:

A means toward understanding the problems facing today's social scientists is through the analysis of social media data. This analysis is approached by forecasting and analyzing phenomena with in social media generated big data. The approach demands interdisciplinary teamwork between the data sciences and other disciplines. The aforementioned is still an emerging discourse, thereby demanding the ongoing devotion of researchers in allied disciplines. This chapter seeks to describe the characteristics, elements, and the chronological process of analyzing social media data from a mass communication scholar's perspective. It aims to present the chronological process in which a researcher deals with social media data in the form of case studies, and how that researcher deals with the social data regarding the study's posed question.

INTRODUCTION:

With Rapid increase in use of Internet and Mobile Combination, people are doing more and more online activities. Due to this, there has been creation of wide spread social media net work with increased awareness and responsive.

With usage of social media platforms likes Face book, Twitter, You tube, Quotes, Skype, Reddit, etc, customers can connect with each other online and share their views about various products and services of this used by them.

Social media analysis "Is concerned with developing and evaluating informatics tools and frameworks to collect, monitor, analyze, summarize, and visualize social media data to facilitate conversations and interactions to extract useful patterns and intelligence".

OBJECTIVES:

As stated before, social Media plays a crucial role in the creation as well as the exchange of content.

The first and the foremost aim of social media like any other media tool is to Educate Society.

These can not only be educated about products brutal so on topics relevant to society.

Objectives are not just applicable to mainstream media but also apply to social media.

SCOPE OF THE STUDY

The scope of social media is vast and of platforms, including face book, twitter, Instagram, snapchat ,Linkdln, and pinterest, as well as any other platform or app used to communicate with others,.

NEEDS FOR THE STUDY

In the early days of social media, PR agencies would monitor customers' posts on a business's own websites in an attempt to identify and manage disgruntled customers.

RESEARCH METHODOLOGY

Social media which in blogs, discussion boards, and social networking websites, has regular profoundly changed how individuals and companies communicate (Arial, Dellarocas, and Godes 2013). A significant proportion of the global population engages with one or more aspects of social media on a basis. As a result, companies and their stakeholder employ social media as the variety of settings, from marketing and product development to investor relations

In a domains of accounting , social media allows us to research questions as diverse as how corporations, internet with their stakeholders internet with each other, the construction of knowledge and reputational capital by accounting firms and professional, organizations etc.,

SUMMARY OF FINDING:

As the number of user on social media sites continues to increase, so does the need for businesses to monitor and utilize these sites to their benefit. In the remainder of this paper, we explore how the explosion in social media necessary states the use of social media analysis; we explain the underlying stages of the social media analysis process; we describe the most common social media analytic techniques in use; and we discuss the ways in which analytics create business value.

100% of the social media platform used in Instagram

40% of the social media platform used in Facebook.

RECOMMENDATION:

The use of social media platforms like Face book, Twitter, You tube, and Tik Tok is increasingly widespread, currently amounting to billions of users worldwide.

12In 2021, 72 percent of adults in the U.S reported using at least one social media site, with the most popular ones being you tube(81 percent) Face book(69 percent), and Tik Tok being especially common among young adults (48 percent).

Social media serve as digital platforms for user- generated content. Users can range from regular individuals to celebrities and from small communities and organizations to established companies and news outlets.

The content circulated in these platforms is similarly varied and can include updates from friends and family, entertainment, tutorials and training, and increasingly, news stories. Social media companies deploy recommendation to automate the selection, ranking, and presentation of content seen by the user.

CONCLUSION:

This paper begins with definition of social media. A section the charactertics of social media is presented next, followed by the approaches in classification of social media.Finally, a detailed overview of the current state of social media research is presented. Social media refers to websites or apps that allow users to connect and exchange data through the Internet.

There are many social media platforms with millions of people accessing and using every day for different purchases. The main advantages of social media are spreading contents, reaching out, and interaction to users.

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THE EMPLOYEES ROLES ON SERVICE DELIVERY WITH THE SPECIAL REFERENCE OF ZOMATO AND SWIGGY

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ABSTRACT:

Zomato and Swiggy both have a collective market share of 95% in this sector, similar research about comparative analysis of various food delivery companies based on consumer perspective have been done for particular cities like Ludhiana, Pune and Rajkot. The results of these revealed that Zomato was the leader in this market in the respective cities. In order to generalise the findings for a larger population and determine whether Zomato continues to be the best for a wider range of population or not, I wanted to examine both Zomato and Swiggy in this study without limiting the sample to a single city or state. Secondly, although there have been studies about determining the essential factors to consumers in this industry, there is limited literature about this in India. This will help the upcoming businesses to capture the market with less capital and manpower as they would be required to just focus on these crucial factors in the beginning.

INTRODUCTION:

Swiggy is India's most common and useful online food ordering and delivery service. Swiggy is a Bangalore-based food delivery service that was established in 2014. As of March 2019, the company was working out of 100 Indian cities. Swiggy Stores was launched in early 2019 as an extension of Swiggy's general product delivery service Swiggy launched Swiggy Go, an instant pick-up and drop-off service, in September 2019. The service is used to pick up and deliver a wide range of goods, including laundry and paper or package deliveries to both business and retail clients. Swiggy grew rapidly thanks to customer love and support, first across Bangalore and then across the world. The rest, as they say, is history. Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 500 Indian cities as of September 2021. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Instamart, and same-day package delivery service called Swiggy. During the COVID-19 outbreak, Zomato started delivering groceries. As of 2019, the service is available in 24 countries and has a global reach of more than a 10,000 cities. Zomato is an Indian multinational restaurant aggregator and food delivery company. It was founded by Deepinder Goyal and Pankaj Chaddah in 2008.

OBJECTIVES:

The driving principle behind SWIGGY is to revolutionize the restaurant-takeaway delivery business in India.

Food delivery in India is fraught with problems both on the consumer as well as the restaurant end.

To study the customer perception towards Online Food Ordering App ZOMATO.

To study the impact of COVID 19 on ZOMATO .

SCOPE OF THE STUDY:

The study's aim is to find out how consumers feel about online food distribution services and how satisfied they are with them.

As a result of this paper, the researcher would have a better understanding of online food delivery services. The researcher will discover consumer preferences, such as whether they prefer Zomato or Swiggy, as well as the variables that influence a customer's choice of one app over another.

ADVANTAGE:

Convenience and ease of use

Wide variety of restaurants and cuisines

Fast delivery times

Reliability and consistency of a service

DISADVANTAGE:

Limited services area

Dependence on delivery partners

Higher prices compared to other food delivery services.

LITERATURE OF REVIEW:

According to Ansar Z. and Jain S. (2016), the ecommerce industry's growth is a key factor in the success of online meal ordering and delivery services. According to research, over 400 food delivery apps are thriving in India, thanks to \$120 million in funding from venture capital firms and other investors. Given that each person consumes at least three meals per day, the food industry is referred to as a repetitive business sector, which draws the attention of investors and entrepreneurs.

According to Megha Gera (2018), the aim of their study on "Operations research in food delivery" was to see how operations research could be applied in the food industry. And they've looked at how the studies would assist both restaurants and food delivery services at the same time. They also stated that operations research can be used by businesses to assess how to choose between various food deliveries companies in order to reduce costs and increase profit margins.

Juan C. Correaa (2017). In the city, Due to the dense traffic in cities, online food delivery services depend on urban transportation. These platforms make use of user-generated content to encourage users to share and consume content together.

RESEARCH METHODOLOGY:

To study the customer satisfaction and perception towards online delivery platforms in special reference to zomato and swiggy, this research used quantitative technique. The study was conducted with respondents located mostly in Bhopal. The data was obtained via a questionnaire using a non-probability convenient sampling technique. Data was gathered through the use of a Google form that was circulated online. Population of this research consists of all the people above 12 year who use online food delivery apps. The questionnaire contained a demographic section and a subjective section. A total of 100 people responded to the survey. Partial Least Square Structural Equation Modeling was investigated using SmartPLS tools. Since the software allows for extreme flexibility, especially when the model is complex, it was given careful consideration for this research project.

SOURCE OF THE DATA:

Researcher user the data to collect the information for the information for their research. The two types of data are;

Primaray data

Secondary data

PRIMARY DATA:

To study the customer satisfaction of zomato ans swiggy

To study customer properties about the food delivery platform.

SECONDARY DATA:

To analyze consumer perefernce between zomato and swiggy

To offer suggestion based on the findings.

SUMMARY OF FINDINGS:

In this study, people of the age group of 12-above 50 years were included. Among whom, 32 are male and 68 are female. Among them most of the respondents belong to age group of 12-18 and 18-25. In this study it can be found that most of the people who order food online are between.

The age group of 18-25 i.e. 68% of the total. It can be observed that most of the people who order food online are student with 78%.And least of them are homemaker and service with 7% each out of total responses.

Most of the people monthly income is Nil with 81% who prefer to order food online 87% of total responses prefer to order food online whereas 13% respondents out of total do not prefer to order food online.

Out of total respondents 44.8% people prefer zomato to order food online whereas 5%respondents prefer swiggy. People who prefer both the apps are 49.4% out of total responses. There is a significant impact of different food delivery platforms on consumer perception.

There is a significant impact of different food delivery platforms on consumer perception. There is a significant impact of consumer perception on the use of different food delivery.

Plat forms in relation to their satisfaction.

RECOMMENDATION:

Food apps should boost their payment protection so that customers aren't hesitant to make online purchases. Consumers mostly use these apps to access deals, so they can have more of them. They should broaden their scope to include local vendors, as customers prefer them. Food should be correctly classified 49 To attract customers, restaurant owners can increase online ordering by simply adding new distribution platforms. Though online orders are welcome, quality and quantity services must be preserved. Because the majority of customers order online using their phones, restaurant owners can support them by effectively responding to phone calls that include human contact. Customers face several obstacles because the web is sluggish, so restaurant owners must know how to position orders quickly and efficiently. Restaurants should concentrate on providing the highest quality and selection of food items to their customers, and more and more customers should be encouraged to order food online, as it is becoming more preferred by individuals to order online. It is simple to use and saves time, but further development is needed in order to place more orders.

Below are some suggestions that company could follow to get the extra edge in the competition:

Zomato should expand its market to rural area since lot of customers is available.

Enhance the market penetration in every market and give the high competition to others Company.

Get the customer feedback and try to improve to take the reference for making new customers so that the customer base would get expanded.

Zomato should focus on building loyalty rather than giving discounts. o Location based promotion and discounts could be given.

More initiative can be done to retain its existing customers.

CONCLUSION:

According to this research conducted, the customer's perception of online food delivery apps it is concluded that zomato and swiggy has its strengths and weakness. The primary purpose for which these apps are being used is to save time. According to the findings of this report, online food delivery apps are fairly popular among Bhopal residents. Almost everyone in the survey had heard of online food delivery apps. Customers aged 18 to 25 demanded more online food, which was often ordered. The perceived power and ease of online ordering are major factors in their use of it. It has been determined that the majority of people use both apps (zomato and swiggy). This research also state that all the age group people with different monthly income use these food delivery apps and are satisfied with the service provided by them. Furthermore, there is a significant impact of different food delivery platforms on consumer perception. Also, there is a significant impact of consumer perception on the use of different food delivery platforms in relation to their satisfaction.

The online delivery services are progressing at a rapid rate. Even though there has been a slowdown in the market due to customer buying habits, it is influenced by fear of spreading COVID-19 and implementation of Lockdown. After the loosening of the lockdown hotel-related industry in growing back, we can see an increase in demand for online food delivery service.

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RECRUITMENT AND SELECTION PROCESS AT HENSAL ELECTRIC INDIA PRIVATE LIMITED.

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ABSTRACT:

Success of every business enterprise depends on its human resource. Finding the right man for the job and developing him into a valuable resource is an indispensable requirement of every organization. Proper recruitment helps the line managers to work most effectively in accomplishing the primary objective of the enterprise. In order to harness the human energies in the service or organizational goals, every HR manager is expected to pay proper attention to recruitment and selection activities in an organization. Thus, personnel functions, recruitment and selection, when carried out properly, would enable the organization to hire and retain the services of the best brains in the market. The employees identify themselves with the company they are working for. This also helps in building up their spirit, morale and spirit-de-cops which becomes strength of the company. There are certain ways that are to be followed by every organization, which ensures that it has right number and kind of people, at the right place and right time, so that organization can achieve its planned objective. The project covers introduction of Recruitment and selection, Purpose and Importance of Recruitment, Sources of Recruitment, Steps in the Recruitment & Selection Process, and Suggestions to make the Recruitment Process more effective. It also includes the challenges faced by HR in recruitment process and the recent trends in recruitment process.

Review of Literature:

According to the Burack (1985) recruitment sources are closely linked to the organizational activities as performance of employees, employee turnover, employee satisfaction, employee wishes and the commitment of the organization (Burack, 1980).

White and Glipsy Escobar (2008) in the world and this paper shows the importance of seven issues relating to recruitment, selection and training. practises in the organizations (M.N.Malhotra, 2014) (Terpstra.D, 1996).

Mohammed Nurul Absar (2012) says the importance of recruitment and selection in his paper by considering both public and private manufacturing firms in Bangladesh (M.M.Absar, 2012). Some of the research professionals and scholars say that there is a close linkage between the recruitment selection employee satisfaction organization performance and HR practises (Gorter, 1996).

In his paper Recruitment and Selection of public workers: An international compendium of modern trends and practises say that the importance of using technology in the recruitment and selection process for updating the organizational resources (Hays, 2004). Ongori Henry and Temtime Z (2009) say that in their paper the recruitment and selection practises of the small and medium enterprises and make them to improve their HR practises (R.D.Omolo, 2012). French says that the importance of certain selection and recruitment activities in the organizations (G.R.French, 2012). Among recruitment sources Bernardin say that internal source of recruitment is effective compared to the external source (H.John,2003). Decker & Cornelius say that compared to the traditional recruiting sources the modern sources like referrals, casual applicants and direct approaches will benefit at large (L.Barclay,1985) (Cappelli, 2001). Selection procedure also should be in application to the modern techniques (M.Smith, 2001).

INTRODUCTION:

Recruitment is the process by which organizations locate and attract individuals to fill job vacancies. Most organizations have a continuing need to recruit new employees to replace those who leave or are promoted in order to acquire new skills and promote organizational growth. Recruitment is defined as, “a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective selection of and efficient workforce.” Recruitment is a ‘linking function’, joining together those with job seekers and employer with a view to encourage the former to apply for a job with the latter. In order to attract people for the jobs, the organization must communicate the position in such a way that job seekers respond. To be cost effective, the recruitment process should attract qualified applicants and provide enough information for unqualified persons to self-select themselves out. Thus, the recruitment process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applicants from which new employees are selected. Selection refers to the task of choosing or picking the suitable candidates by first asking for and gaining access to useful information about the candidate. Through the process of recruitment the company tries to locate prospective employees and encourages them to apply for vacancies at various levels. Recruiting, thus, provides a pool of applicants for selection. The needs of the job are matched with the profile of candidates. The most suitable person is then picked up after eliminating the unsuitable applicants through successive stages of selection process. How well an employee is matched to a job is very important because it is directly affects the amount and quality of employee’s work. Any mismatched in this regard can cost an organization a great deal of money, time and trouble, especially, in terms of training and operating costs.

OBJECTIVES:

- To understand the recruitment strategies followed by the companies
- To study the importance of the factors that influences the recruitment policy.
- To assess the importance of both recruitment & selection in HRM.

SCOPE OF THE STUDY:

This study speaks about the A STUDY ON RECRUITMENT & SELECTION PROCESS AT HENSEL ELECTRIC PVT LTD, CHENNAI. Detailed description of recruitment & selection process is studied and reported. It also analyses the employee satisfaction levels at HENSEL ELECTRIC PVT LTD along with the ethical practices followed in HENSEL ELECTRIC PVT LTD. This study compares the recruitment & selection process followed by HENSEL ELECTRIC PVT LTD with the actual/standard recruitment & selection process carried out by the organization.

RESEARCH METHODOLOGY:

TYPE OF RESEARCH: This research is empirical in nature.

POPULATION: Employees working in HR consulting firm

SAMPLE SIZE: The sample for the study would be limited to 80 respondents.

SAMPLING UNIT: For this study the respondents will be the employees of Hansel Electric India Private Limited (HEI)

TYPE OF SAMPLING: Simple random sampling method will be used for the study.

SOURCES OF DATA:

The following are the most commonly used methods of recruiting people.

INTERNAL METHODS:

This refers to the filling of job vacancies from within the business - where existing employees are selected rather than employing someone from outside. A business might decide that it already has the right people with the right skills to do the job, particularly if its training and development programme has been effective.

Employee referral: Employee referral means using personal contacts to locate job opportunities. It is a recommendation from a current employee regarding a job applicant. Employees working in the organization are encouraged to recommend the names of their friends, working in other organizations for a possible vacancy in the near future. In fact, this has become a popular way of recruiting people in the highly competitive industry nowadays. Companies offer rich rewards also to employees whose recommendations are accepted.

EXTERNAL METHODS:

This refers to the filling of job vacancies from outside the business. Most businesses engage in external recruitment fairly frequently, particularly those that are growing strongly, or that operate in industries with high staff turnover.

RECOMMENDATION: The recruitment & selection policies of Hensel Electric fairly, systematic & sound. as there is always scope for improvement the following recommendations are given below.

Advertisement policy of the company is very good and should include more systematic way of advertisements.

Company should give much more importance for freshers also rather than only giving importance to experienced people.

Interview process during the recruitment and selection process should be at its standard

Organization should gives more importance for campus recruitment process

Organization should provide more rewards , incentives for the employees it will help to make good relationship with employees

CONCLUSION:

The source of recruitment in the organization is totally based on both the factors i.e. internal and External .

The formal interview is conducted by the HRD .

The recruitment of the prospective candidate for a particular post is based on experience , age , qualification and by reference

The selection process is totally based on skills , communication and technical qualities .
A after selection the employees are inducted for 1-5 days or more than 15 days

The study concluded at HENSEL ELECTRIC INDIA PRIVATE LIMITED on EMPLOYEE PERCEPTION TOWARDS HR RECRUITMENT AND SELECTION PROCESS has collected and the opinion of the employee has been analyzed and finds the merits and demerits in the process and restructured the some of the process and it is following in the organization

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A STUDY ON WORKING CAPITAL MANAGEMENT EFFICIENCY OF TCS.

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Abstract

Working capital and Working Capital Management both are very crucial for every company. Through this Paper, Researcher has tried to make the analysis of the working capital of TCS Company and tried to find out the relationship between the profitability and working capital. An efficient working capital Management helps for smooth running and higher earnings of company. For this Paper the researcher used various types of accounting ratios for measuring the working capital efficiency like – liquidity ratio and profitability ratio. The hypotheses reveal there is a significant relationship between working capital and profitability. There is a significant relationship between liquidity and profitability. The overall performance of the TCS is satisfactory.

INTRODUCTION:

Every firm/organization requires two types of finance, that is short-term finance and long-term finance. Both type of finance is important to manage for firm because short term finance fulfill the needs of the daily or day to day expense of the firm and long is useful for acquiring the fixed assets for the firm. Working capital management deals in managing the cash management, operating cycle, inventory management, collection period etc. Working capital is the nerve system of every company; it is vital for efficiency and growth of a company. so an effective utilization of capital is essential to increase the rate of development and to enhance the efficiency of the production system of the company

Company Profile:

TCS company become the first Indian company in software industry. it have a market of 100 billion dollars. It is largest IT giant of India, was established in 1968 and wholly owned subsidiary of TATA Group. JRD Tata was the first chairman of the company. TCS generates 70 percent of the revenue for Tata sons and become the one of the global leaders in the sector. TCS ranked among the top in Forbes most innovative company in the world. TCS ranked 10th in the Forbes India 500 list. TCS company is doing various No. of research and development projects. A smart watch development by partnering with SATS is the latest project of TCS. More than 400,000 employees are employed under TCS, which is one of the highest in the world. In India, This Company is the largest IT recruiter of the last decade. TCS set up the largest corporate learning center which can train approx. 50,000 graduates at Trivandrum, Kerala. TCS and its 67 subsidiaries provide a wide-range of technology-related products and services for both the government bodies and private enterprises as well. TCS has 289 offices across 46 countries and 147 delivery centers in 21 countries. It also has 19 innovation labs in three countries and has partnership with leading institutes like IITs, Stanford, MIT, CMU etc. sales and strength of employees of TCS.

Net Sales (Cr) = Rs 95192

Employee Strength: 390880

Review of Literature:

Shiva Kumar and N Babitha Thimmaiah (2016) studied on impact of working capital management on liquidity and profitability of coal India Ltd. Researcher found improvement in performance of liquidity and profitability of the firm. Acc to the study, the performance of the firm is better during the study period. Researchers suggested that the firm should try to increase the debtor ratio and working capital turnover ratio to improve the performance of liquidity and profitability position at a higher level. Purnima Joshi(2016) Studied on working capital management in Gail Ltd. in India through schedule of changes in working capital followed by Fund Flow Statement. She found that working capital is decreasing and it leads to poor performance of the firm. She also found the difference between current receipts and current payments from the comparison of fund flow statement.

OBJECTIVES:

- i) TO study working capital Management and Working capital efficiency of company.
- ii) To study the liquidity position of the company.
- iii) To study the profitability of the company
- iv) To study the current working position of the company.
- v) To study the impact of working capital management on liquidity and profitability of company.

HYPOTHESIS OF THE STUDY :

H0 There is a significant relationship between WCM and Profitability of company. H1 There is no significant relationship between WCM and Profitability of company.

H0 There is a significant relationship between WCM and liquidity of company.

H1 There is no significant relationship between WCM and liquidity of company.

RESEARCH METHODOLOGY:

Sample design: This Research paper has used Judgmental sampling for research.

Source of Data: This Research paper has used secondary data for the study purpose. Data has collected from the Annual Report of the Company.

Types of Research Data: For the data collection the Secondary Data used.

Duration of Data: Research paper used the five annual periods 2015-16 to 2018-19 of company.

Statistical Tool: For the analysis, the researcher has used the ratio analysis. It measures

Data source: Annual Report of TCS

Current Ratio:

Acc. to observed table, the highest current ratio was 6.40(2017) and the lowest at 2.46(2015). As per general standard ratio of current ratio is 2:1, current ratio of period of the study is favorable but it starts falling from 2017-2018. The company should emphasis on maintaining the sound ratio by efficient decision making.

Quick ratio:

The highest quick ratio at 6.39 in 2017 and lowest at 2.45 in 2015. But if look into the year wise data, it shows that the quick ratio is above than standard ratio 1:1. It reveals that the liquidity position of the company is satisfactory. The company should manage its liquid assets to continue future.

Inventory Turnover Ratio:

The Inventory turnover ratio shows how much time it will take in convert inventory into sales. Inventory ratio is highest at 12317.00 in 2019 and lowest at 3894.24 in 2018. By analyzing the above data, Inventory Turnover ratio is keeping fluctuating. The company should take the efficient decision making regarding the sound inventory management system to get better results. Proprietary ratio: This ratio indicates the long-term/ future solvency position of the company by analyzing of table data, it reveals that proprietary ratio is not satisfactory it is declining over the five years. So that the company should improve its financial position and its solvency capability by maintain sound ratio.

Debt to Equity ratio Debt to equity ratio indicate that how the company depends on the borrowing. to above five year data, the company does not have any long- term borrowings. It will be good for the company.

Net Profit ratio Net profit ratio indicate the earning capacity of the company. Acc. to above data, the ratio is highest at 26.87 in 2016 and lowest at 24.40 in 2019. it reveals that the ratio is mostly stable during the study periods. The company should act for higher earnings.

NET WORKING CAPITAL TURNOVER RATIO OF TCS

Net Working capital is the difference between the total current assets and the total current liability. Working capital turnover ratio indicates the velocity of the utilization of Net working capital.

NET WORKING CAPITAL TURNOVER RATIO = Net working capital/Net sales TCS Company having the satisfactory ratio during 2015 to 2019. Net working capital ratio is positive during the study period, it reveals the sound solvency short position of the company.

Conclusions & Recommendations:

A company can be profitable only if it convert the cash from operations within the same operating cycle. If it is not possible, then the company may need to borrow to support to continue working capital needs. By analyzing the five year data, the overall performance of TCS Company is satisfactory. But researchers recommend that companies should forecast their sales and hold sufficient cash according to standard less level, so that they are able to take advantage of the bargaining position while making cash purchases, so it leads to cuts in cost. By observing the above data, efficient management of working capital and Liquidity has a positive effect on the firm's profitability. This study indicates that TCS Company have sufficient scope to improve their profitability by managing their working capital in more alternative efficient ways. Sound inventory management has a significant positive impact on profitability of the firm. This study found sufficient result that a company take advantage of higher profitability if it manages its working capital with better efficiency. The Company should also emphasis on inventory and cash position with greater more care. To conclude the study, this study helping improve their overall performance in the management of working capital with efficient management of working capital.

A STUDY ON MARKETING STRATEGY OF HIMALAYA PRODUCT

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Introduction

The Himalaya Drug Company is a company established by M. Manal in 1930 and based in Bangalore, India. It produces health care products under the name Himalaya Herbal Healthcare, which include ayurvedic ingredients. It is spread across locations in India, the United States, the Middle East, and Europe, while its products are sold in 60 countries across the world. Launch of Serpina, the world's first anti-hypertensive drug, derived from Rauwolfia serpentina. Dr. Roshan M. Captain, Ph.D., joins the company and spearheads research and development. A hepatoprotective, is launched and goes on to become one of the world's top-selling drugs. The company opens its US office at Houston, Texas. The Animal Health Product range for commercial live stock is launched. ISO 9001: 2000 certifications awarded for design, manufacture marketing of herbal health care products. UK-based National Quality Assurance gives Himalaya ISO-14001:2004 certification for environment management. The Headquarters at Bangalore, India. Products are Prescribed by 4,00,000 Doctors Worldwide.

MEANING OF MARKETING STRATEGY

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.

With a marketing strategy, you can define how your company positions itself in the marketplace, the types of products you produce, the strategic partners you make, and the type of advertising and promotion you undertake. Having a marketing plan is essential to the success of any business. Read on to learn how to create a successful for your company.

DEFINITIONS OF MARKETING STRATEGY

OMER FARKASH, defines "Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and wants of customers".

MCDONALD 1999, defines "The term "marketing strategy" reflects the company's best opinion as to how it can most profitably apply its skills and resources to the marketplace. It is inevitable broad in scope. Marketing strategies are the means by which a company achieves its marketing objectives and are usually concerned with the 4 p's".

OBJECTIVES OF THE STUDY

It describes the importance of strategic orientation for marketing.

Discuss in detail the steps in the marketing planning process.

Goals or Targets that must be achieved by the marketing department in order to achieve overall corporate objectives about the product.

Marketing objectives out for the organizations marketing program.

Describe how the elements of the marketing mix can be combined to produce synergistic effects.

SCOPE OF MARKETING STRATEGY

Marketing is a philosophy that leads to the process by which organizations, groups and individuals obtain what they need and want by identifying value, providing it, communicating it and delivering it to others. The core concepts of marketing are customer's needs, wants and values; products, exchange, communications and relationships.

Marketing is Strategically concerned with the direction and scope of the long-term activities performed by the organization to obtain a competitive advantage. The organization applies its resources within a changing environment to satisfy customer needs while meeting stakeholder expectations.

In this world of marketing, organizations seek to maximize returns to shareholders by creating a competitive advantage in identifying, providing, communicating and delivering value to customers, broadly defined, and in the process developing long-term mutually satisfying relationships with those customers.

LIMITATIONS OF MARKETING STRATEGY

Developing an effective and actionable market strategy requires significant customer market research, data, competitor analysis, KPIs, metrics, and various indicators to understand the customers and market.

Along with being time-consuming, market strategy is highly expensive. You would need a team of experts and professionals to conduct market research, gather data, and implement your campaign.

Social media and digital marketing campaigns allow you to precisely target your customer market. If your market strategy involves social media marketing, then it is easy.

It may be catchy and interesting to discuss knowing the needs and wishes of customers. But in reality, it is highly difficult and time-consuming. For this purpose, you need to conduct interviews, case studies, focus groups, and field research.

The market strategy allows you to focus on one problem at a time, but it is possible that your campaign is facing challenges in various areas. If you are facing problems in various areas, then market strategy won't help you to deal with them effectively.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research Design

The descriptive study typically concern with determining the frequency of something occurs or how two variables vary together. Descriptive research design was adopted to study the factors that influence the level of marketing strategy of Himalaya product.

Source of Data

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

Primary Data

The primary data was collected from a sample consisting of 100 Consumers selected from population through Simple Random Sampling method. Here the researcher has prepared different schedules for collecting the primary data. The data were compiled tabulated and analyzed separately.

Secondary data

The secondary data was collected from a newspapers, company websites, online journals, published reports, and television media.

SUGGESTIONS

The company may reduce the price of the products to attract the customers of low income group.

The Advertisement regarding Himalaya product in newspaper and magazines are less. So the company should try to increase the advertisement in these Medias.

Change the style of packaging may help to retain the customers.

They should concentrate more on offering free gifts to attract the customers.

CONCLUSION

All the survey respondents have heard about Himalaya Herbal Health Care.

All the survey respondents have bought a product from Himalaya Herbal Health Care.

Quality is the main consideration for which the product is bought.

Promotions and Television are the means through which the respondents come to know about the new products launch by Himalaya

According to the research study helps to get more knowledge about the Himalaya products.

A EFFECT OF HRD CLIMATE ON JOB SATISFACTION AT COMMERCIAL BANKS

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Abstract: Business organizations are attaching great importance to human resources because human resources are the biggest source of competitive advantage and have the capability of converting all the other resources in to product/service. The effective performance of this human resource depends on the type of HRD climate that prevails in the organization. If It is good, then the employee's performance will be high but if it is average or poor then the performance will be low.

INTRODUCTION:

The way of leading life has changed dramatically since independence. In the present social structure, the needs and wants of the people are changing rapidly with high interests. When people are ever changing, and their demands are also varying It is but natural that with time their satisfaction will turn into dissatisfaction. The result is that they may not contribute to the fullest of their potential. This raises an important aspect to be probed and discussed.

Job Satisfaction has emerged as the most popular and widely researched topic in the field of Organizational Psychology. Locke (1976) defines job satisfaction as a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience. Job Satisfaction has been studied and researched because of many individual and work-related environmental characteristics and as an antecedent to many outcomes. Employees with higher job satisfaction are usually less absent, less likely to leave, more productive, and thereby display organizational commitment and more likely to be satisfied with their lives. Job Satisfaction of employees is very important for the proper functioning of the service industry. Apart from managerial and technical aspects, employees are considered as the backbone of any industrial development. To utilize their maximum talent and contribution, they, other than salary, require good working conditions. Recently Chairman of State Bank of India, Mr. Rajneesh Kumar has said "A bank is as good as its frontline people. They are the face of the bank. They make what SBI brand stands for. We may have the best of the product, technology, but if we are not courteous and polite to customers our business will not endure. Politeness is what builds a great bank. A man without smiling face must not open a shop".

NEED OF THE STUDY:

The human being is the hub center of all resources and is the only one having an immense potential of growth.

♦ Conversely if this resource is not managed well, it can make other resources de-functional. It is a fact that the attainment of the objectives of organization's significantly depends upon the development of human resources as human resources are the major contributory factor in enhancing the efficiency and productivity resulting in profitability to the organizations.

♦ Further, it is an undisputed fact that no organization's in any part of the globe can attain any mission, objective, goal or target without human resource development. Above all, HRD helps in developing good human relations.

♦ Human resource development is a process by which employees are continuously helped in a planned way to acquire all round capabilities were teamwork and collaboration contribute to organizational health. Thus, HRD helps in improving good human relations and positive organizational climate.

♦ Thereby it helps in attaining the organizational goals economically and effectively. In such situations, the need for HRD climate cannot be underestimated. So, there is a need to develop the HRD climate of the banking institutions.

OBJECTIVES OF STUDY:

The study will be the following objectives.

1. To analyses the employees' perception about the various aspects of general climate prevailing in their organization
2. To evaluate the opinions of the employees on HRD Mechanisms in the select banking sector.
3. To assess employee perception on HRD Process through OCTAPACE Culture in the study area.
4. To analyses the effect of HRD Climate on job performance and job satisfactions of the employees through the stratified random sampling in the study area.
5. To summarize the findings, conclusions and provide suitable

HRD CLIMATE:

HRD Climate of an organization plays a very important role in ensuring competency, motivation and development of its employees. HRD Climate can be created by introducing appropriate HRD systems and leadership styles of top management. HRD Climate is the perception the employee has on the developmental environment of an organization. It is an integral part of organization climate. The elements of HRD Climate can be grouped into three categories: General Climate, OCTAPAC Culture and HRD Mechanisms.

a) General Climate

A general supportive climate is important for HRD if it is to be implemented effectively. A supportive climate consists of all levels of management Top, Middle, Low etc., good personal policies and positive attitudes towards development.

b) HRD Mechanism

HRD Mechanism is sub-system of organization includes performance appraisal, potential appraisal, career planning, performance rewards, Feedback and Counseling, Training and Development, employee welfare for quality work life, Job Rotation and Organizational Development.

c) OCTAPAC Culture

OCTAPAC Culture is essential for facilitating HRD. The OCTAPAC culture deals with the extent to which Openness, Confrontation, Trust, Autonomy, Pro-activity, Authenticity and Collaboration are valued and promoted in the organization.

RESEARCH METHODOLOGY:

The data required for this report is both quantitative and qualitative data. But qualitative data are used more. Special primary sources are used in this. Some data are collected through secondary sources

LIMITATION OF THE STUDY:

This report has been prepared for the fulfillment of academic requirements. Due to limit cost, time and other resources, Research develops some limitations regarding this study is

1. The study deals with employee job satisfaction at a commercial bank.
2. The sample size used for the study is terribly small in comparison to the population of the study.
3. Accuracy, reliability and validity of the study depend upon the information provided by the respondents.
4. This research ignores the personal emotional factors which have greater effects on the employee's job satisfaction.

HYPOTHESIS OF THE STUDY

Based on the objectives, the followings hypotheses will be framed for this study

Ho1: There is no variation between HRD climate and the cadre of the employees in the study area.

Ho2: There is no difference between HRD Climate among the public and private bank employees in the study area.

Ho3: There is no significant relationship between HRD Climate outcome and job performance of the select bank employees.

Ho4. There is no relationship between HRD climate and job satisfaction of the employees in the study area.

CONCLUSION AND RECOMMENDATION:

In conclusion, this study underscores the crucial role of Human Resource Development (HRD) climate in shaping job satisfaction within commercial banks. The positive correlation between effective HRD practices and employee contentment has been clearly established.

Recommendations for enhancing HRD climate in commercial banks include investing in targeted training programs, promoting transparent career development paths, and fostering a supportive work culture. These measures are anticipated to not only improve job satisfaction but also contribute to increased productivity, employee retention, and overall organizational success. Continuous evaluation and adaptation of HRD strategies will be essential to ensure they align with evolving industry dynamics and employee expectations.

SOCIAL MEDIA IN MODERN BUSINESS

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Abstract

Social media help companies to reach new customers. New areas where companies can use social media include web-based training, team-based projects, distribution of updates about plans and activities to employees, search for new offers and verification of information during staff recruitment. The purpose of this article is to identify possible trends in the use of social media for enhancing the performance of modern business ventures. This paper compares selected classifications of the Internet development phases. The rule of content co-creation and sharing, typical of Web 2.0, remains valid during the subsequent stage of development, i.e, Web 3.0. A qualitative difference consists in adding a new function of using semantic analysis of messages posted in the virtual space, most notably in the social media. Semantic analysis is applied primarily in order to adjust the products offered to consumer's needs. Application of semantic tools may also be associated with information exclusion. This paper also analyzes the implications of semantic web in the new context, the effect of information extraction from the social media.

Introduction

Although initially treated as a tool for social communication, social media are increasingly common in other domains of socio-economic life/ In the public sphere, they made quite a spectacular appearance in times of unrest in the Middle East and North Africa and the protests against ACTA. In politics, social media gained full recognition with the success of Barack Obama's election campaign already at the beginning of his first term in office.

In the business world, social media sneaked in unnoticed, initially enabling companies to set up fanpages and post news, photos, and videos, mainly for image-building purposes. Over time, however, companies began to appreciate the special advantages of web communication with customers as well as the application of this tool to enhance their product/service range and to engage customers in new product/service development and testing.

Meaning of social media

The term 'social media' describes types of media that involve digital platforms and interactive participation. SM includes forms such as email, text, blogs, message boards, connection sites (online dating), games and entertainment, apps, and social networking sites (SNS) (Manning, 2014).

Definition

Kaplan & Heanlein (2010) defines "social media" as a group of internet-based applications that build on the ideological foundations of web 2.0 and that allows creation and exchange of user generated content.

According to well-known professors William pride, Robert Hughes, and Jack Kapoor, business is ‘The organized effort of individuals to produce and sell, for a profit the goods and services that satisfy society’s needs.

Objectives

1. Increase brand visibility: Social media platforms provide a vast audience for businesses to showcase their products or services, reaching potential customers worldwide.
2. Engage with customers: Through social media, businesses can directly interact with their audience, addressing inquiries, receiving feedback, and building relationships, which can foster loyalty.
3. Drive website traffic: By sharing content and links to their websites, businesses can drive traffic and potentially convert visitors into customers.
4. Boost sales and conversions: Effective social media marketing strategies can lead to increased sales by leveraging targeted advertising, promotions, and compelling content.
5. Enhance brand reputation: Maintaining an active and positive presence on social media can enhance brand reputation by showcasing expertise, responsiveness, and authenticity.

Scopes of Social media in modern business

Brand visibility and awareness:

Social media platforms allow businesses to reach a wide audience and increase brand visibility.

Customer engagement:

Businesses can engage with their customers directly, respond to inquiries, and provide support, which fosters customer satisfaction and loyalty.

Marketing and advertising:

Social media provides cost-effective marketing and advertising opportunities, allowing businesses to target specific demographics and track campaign performance.

Market research:

By monitoring social media conversations, businesses can gain insights into consumer preferences, trends, and competitors enabling informed decision-making.

Lead generation and sales:

Social media can be used to generate leads and drive sales through targeted promotions, exclusive offers, and compelling content.

Advantages of social media

Increased brand awareness

Social media platforms provide businesses with the opportunity to reach a large audience and increase brand visibility through content sharing, hashtags, and engagement.

Direct communication with customers:

Businesses can engage directly with their customers through comments, messages, and posts, fostering relationships and providing personalized support and assistance.

Cost-effective marketing:

Social media marketing is often more affordable than traditional advertising methods, allowing businesses of all sizes to reach their target audience without a significant financial investment.

Limitations:

Over-reliance on platforms: Relying too heavily on social media platforms can leave businesses vulnerable to changes in algorithms, policies, or even platform shutdowns, impacting their reach and engagement.

Saturation and competition: The crowded nature of social media platforms makes it challenging for businesses to stand out amidst the competition and capture the attention of their target audience.

Negative feedback and reputation risks: Social media exposes businesses to public scrutiny, and negative feedback or criticism can spread rapidly, potentially damaging the brand's reputation if not managed effectively.

Time and resource demands: Managing multiple social media accounts, creating content, engaging with followers, and analyzing performance require significant time and resources, which can strain smaller businesses or those with limited personnel.

Data privacy concerns: Businesses must navigate privacy regulations and handle consumer data responsibly to avoid legal consequences and maintain trust with their audience.

Algorithm changes and organic reach decline: Changes in social media algorithms can impact organic reach, requiring businesses to adapt their strategies and possibly allocate more budget towards paid advertising to maintain visibility.

Difficulty in measuring ROI: While social media metrics provide valuable insights, accurately measuring the return on investment (ROI) of social media efforts can be challenging, particularly in terms of attributing conversions and sales directly to social media activities.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research Design:

Choose an appropriate research design, whether qualitative, quantitative, or mixed methods. Consider surveys, interviews, case studies, or content analysis, depending on your research questions.

Sampling:

Define your target population and select a representative sample. Ensure diversity to enhance the generalizability of findings.

Collection Data:

Social media data is information collected from social media networks that demonstrates how users share, view or engage with your content or profiles, and the content or profiles of your competitors. Raw social data includes.

Primary Data:

Primary data is information collected through original research. A marketer typically seeks primary data specifically for their objectives. The method used to collect primary data depends on the amount and type of data the company is interested

Secondary Data:

Secondary data (also known as second-party data) refers to any dataset collected by any person other than the one using it. Secondary data sources are extremely useful. They allow researchers and data analysts to build large, high-quality databases that help solve business problems.

SUGGESTIONS

Social Media Marketing Tips to Skyrocket Your Traffics.

Define Your Goals.

Learn About Your Target Audience.

Select Your Social Media Platforms Wisely.

Build a Winning Game Plan for Social Media Marketing.

Set Up a Social Media Content Calendar.

Use the Art of Storytelling.

Humanize Your Brand.

CONCLUSION

There is no doubt that social media cannot be ignored as a channel for information exchange and marketing efforts, especially with respect to the young generation of consumers: for them, social media are a natural environment for sourcing, creating and exchanging information. Social media are not confined to social networking sites such as Facebook but they also include the ever more popular microblogs (e.g. Twitter), traditional blogs (operated by corporations, industries, opinion leaders) as well as online forums and communities. In order to support them, companies need to take account of special characteristics of interactions with communities and show professional commitment while performing this task. Most social applications are already available for mobile devices. The trend to use mobile communication in social media stems from the fact that users are now able to stay in touch with their communities on an ongoing basis, anywhere and at any time. Mobile devices allow easy geo location of their users, and, as such, become a source of extra information about users' potential needs.

A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARD WITH SPCEIAL REFERENCE TO SBI CERDIT CARD

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INTRODUCTION

There is growing popularity of credit cards being used as a mode of payment as opposed to other modes of payment like cash and Cheque. The credit card offers the users the benefit of acquiring goods and services without having the burden of carrying cash. It also offers access to credit without having to go through the elaborate paperwork involved in case of a loan. As the credit card ownership and use has expanded around the world, credit cards have become a major source of financing consumer purchases as well as a method of money transmission.

A few years ago it was easy to tell the difference a credit card and a debit card. You used your debit card at the ATM with a personal identification number, and you used your credit card for purchases. But today both types of cards carry familiar credit company logos, both can be swiped at the checkout counter and both can be used to make online purchases. The credit card is a small plastic card issued to users as a system of payment. Credit card security relies on the physical security of the plastic card as well as the privacy of the credit card number. Credit card fraud is a wide-ranging term for theft and fraud committed using a credit card as a fraudulent source of funds.

A credit card is a thin rectangular piece of plastic issued by a financial company that lets cardholders to borrow funds with which users can pay for the purchase of goods and services. Credit cards work on the condition that cardholders must pay back the borrowed money, plus interest, as well as any additional agreed-upon charges.

A credit card provider may also enable them to borrow money in the form of cash advances. Issuers customarily pre-set the borrowing limits, based on an individual's credit rating. Most financial companies let the customer make purchases with credit cards, making them one of the most popular payment methodologies for buying consumer goods and services.

SIGNIFICANCE OF THE STUDY

Credit card usage and ownership has been significantly associated within creased unplanned spending and debt. Debt associated with credit card usage has been on the rise. This has raised concern over the adverse effects on the consumers and economy at large. People have a tendency to increase their expenses while using credit cards rather than debit cards, cheque or other modes of payment.

STATEMENT OF THE PROBLEM:

The study attempts to decipher the influence of age, gender, income, type of user and credit card ownership on the frequency of using credit cards as a mode of payment as well throw light on the major purchase situations in which credit card holders frequently use credit cards for payment. credit card processing through offline involves the merchant collecting order information as a (including credit card numbers), storing this in a database on your site, and entering it using their on-site merchant credit card processing system. Credit cards have modified the manner folks check out cash. Gone area units the time once solely the wealthy sported them at restricted countries in choose cities. Today, they are a way of life for the centre .category too, even in smaller locations across the country.

OBJECTIVE OF THE STUDY:

To study about the awareness of the SBI Credit Cardholders and their attitude towards SBI card.

To measure the satisfaction level of customer about the services provided by SBI.

To offer effective suggestions in order to increase the efficiency of SBI cards Scheme.

To know the reasons for using credit cards.

To assess the influence of demographic variables like income as well as credit card ownership on the usage frequency.

To review the extent of utilization of SBI Credit Card.

To study the awareness of bank customers about credit cards.

To assess the eligible credit limits and the actual credit limits availed by the card holders.

To examine the extent of usage of credit cards by card holders.

To find out the attitude of card holders towards credit cards.

LIMITATIONS OF THE STUDY:

The study is applicable only to the credit card holding. It is not be fully applicable to other card holders.

During the collection of data, respondents are not responding with their full interest.

In some cases the card holder is not fully aware about them.

The study was confined to Coimbatore City only and therefore the findings the study cannot be extended to other areas.

The study is purely based on primary data. The subjectivity of the respondents may reflect on the study.

Time and cost are other factors limiting the study to a sample of 200 responds

People are reluctant to give information for the fear of being used against them.

Puny ashlok Ahilya devi Holkar Solapur University

SCOPE OF THE STUDY

The present study focuses on the perception of card holders towards credit cards. The study was designed to gain a better understanding of the factors influencing possession of credit cards and card holders" satisfaction.

The study also analyses the extent of utilization of credit cards by card holders and the level of awareness of bank customers not having credit cards about such

NEEDS OF THE STUDY :

The present study is undertaken to know how far this service reaches the customers, their responses towards the using Credit Cards, their attitude towards the usage of the Cards and the various problem faced by them in using the Card. This study made to know the extent of credit facilities available to the customers in various activities and their satisfaction towards such facilities. A four-part study found what many financial planners already knew people spend more money when using credit cards compared to cash purchase .people also spend less when they look at their expenses in detail the researchers . The study suggest that less transparent forms tend to be treated like money and are hence more easily spent the researchers argue.Credit card customers have experienced significant industry and regulatory changes to their accounts during the past few years . to effectively meet these needs and expectations and remain competitive, credit card issuers need to understand and apply key best practices that have the greatest potential to drive high level of customer satisfaction.

RESEARCH METHODOLOGY:

A research design is a clear plan about the research. There are various types of research such as Fundamental Research, Experimental Research, Descriptive Research and Analytical Research. Involves gathering data that describe events and then organizes tabulates ,depicts and describes the data. Uses description as a tool to organize data into patterns that emerge during analysis.

REVIEW OF LITERATURE

2015 - SBI credit cards in 2015, you should review academic journals, industry reports, and relevant publications focusing on consumer behavior, credit cards, and banking. Look for I don't have access to specific literature databases or the ability to conduct real-time searches. Look for studies that explore factors influencing customer perception, satisfaction, and preferences in the credit card industry during that time frame. Consider checking databases like Pub Med, JSTOR, or business-related databases for relevant articles. that explore factors influencing customer perception, satisfaction, and preferences in the credit card industry during that time frame. Consider checking databases like Pub Med, JSTOR, or business-related databases for relevant articles.

Nigar Sultana and Md. Mahedi Hasan (2016) in their study found that among the influential variables, people are mostly influenced for using plastic money because they think it adds value to their lifestyle. Secure transaction is the most beneficial reason for using plastic money according to the respondents. The problems of using plastic money as found through confirmatory factor analysis, are unavailability of money in ATM (Automated Teller Machine) booths, unavailability of the technology of payment through plastic money in purchase points, and the technological complications faced by the cardholders.

Jasmine A (2017) evidenced that most of the respondents were receiving a low amount of salary and relied on credit cards to pay for their school-related expenses. Credit card holders were happy that it saved their time and they need not search for an ATM machine or keeping cash in

A STUDY ON MARKETING STRATEGIES IN PAYTM AND GOOGLE PAY

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INTRODUCTION

Mobile payments are used by more than two billion people worldwide, with millions more coming online each year. In India, South East Asia and South America, a new generation has gone beyond the usual credit or open credit system, favoring the use of mobile applications. In India, there is a three-way market sharing contest between Paytm, PhonePe and Google Pay. Paytm is the largest in terms of users and performance, however, PhonePe and Google Pay are processing additional UPI payments. With the acquisition of mobile payments expected to be successful at \$ 4.8 billion by 2025, leaders at one country or region could see dramatic revenue growth, especially as tons of those apps are heavily integrated into other financial services provided by the provider. By 2020 you have added 900 million mobile payment app users worldwide, which is the most significant annual growth. This is mainly due to the corona virus epidemic, which has resulted in retailers and consumers not spending much money on stocks.

OBJECTIVES OF THE STUDY:

This project is based on Paytm Marketing Strategies and Google Pay. Comparing strategies used by top online payment apps.

The purpose of this project is to understand the following:

Awareness of Paytm related customer satisfaction level.

Knowledge of Paytm marketing strategies.

To understand the basic features of the Digital Payment System especially with Paytm and Google Pay.

LITERATURE REVIEW:

Singh & Gupta (2016) They have conducted a study to identify various factors influence on the adoption of mobile wallet payment among customers. They considered the various variables for the study are Convenience, Trust, Security, and Adaptability which have an impact on the satisfaction of mobile wallet usage. The study was conducted in the Kurali city, District of Punjab. Pearson's Correlation Analysis was to investigate the relationship between the different basic variables of the study. The study findings show that mobile wallets are considered as the futures of cash.

Abuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the

factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the telecommunication industry.

CONCLUSION

Consumers' knowledge about new mobile technology innovation is increasing rapidly, and consumer's perception is most important in the usage of mobile wallet application in India. Consumers' need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer's point of view. Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users' intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets. Vidyashree et. al., (2015) found that mobile wallet provides an opportunity of cash back and discounts. The study highlights that 18- 30, 30-45 age group of people satisfied and using of digital wallets like paytm or pay money application.

A STUDY ON SPECIFICATION TO ATTRACT THE CUSTOMER TO BUY ONEPLUS SMARTPHONES

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ABSTRACT:

Customers are becoming more dependable on the smart phones. Nowadays people seem to become more dependent towards smart phone due to its convenience, reliability, durability, adorable camera features, fast installation of various apps and the most important factor is that it can do entire functions that computer performs. The major objective of this research study undertakes on identifying the various brands of smart phones that are preferred by the customers to analyze the satisfaction. level of customers towards smart phone usage. The Sample size taken. under the research study is of 60 respondents to get an idea about how many consumers are satisfied using smart phone. In the course of recent years, portable showcasing has produced an expanding enthusiasm among scholastics and experts. Prior PDA industry is basically occupied with the assembling of cell phones, including cell phone handsets. Be that as it may, presently industry is completely focused on pushing ahead mechanically. One or more versatile is among scarcely any PDA makers which is situating its image exceptionally high in the brain of clients One or more versatile is among scarcely any PDA makers which is situating its image exceptionally high in the brain of clients. The exploration paper plots subjective examination on client's fulfillment of One or more portable dependent on the information of the clients.

INTRODUCTION:

The telecommunication industry is the fastest growing sector in today's economy. Earlier cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handsets. But now the industry is totally concentrated on moving forward technologically. It is growing alongside up-and-coming technologies and innovations, building upon the progress of "Smartphone's" and other phone features and segments made in recent years. Smartphone's have revolutionized the way we do things: the role of Smartphone's in today's society is phenomenal. Today's Smartphone is taking the role of computer making it possible to do a lot with small held devices. It has a broad use such as sharing information, shopping, browsing and educational tools. Nowadays brands play a very vital in consumer buying decisions. Consumers of Smartphone are strongly influenced by brands when it comes to choosing a Smartphone. The traditional view point has been to define consumer strictly in terms of economic goods and services. This position holds the consumers are potential purchasers of product and services offered for sale. The topic of research here is "The study of consumer preference towards oneplus smartphones". So the project is to study the preferences of the consumers. Here the term 'consumers' means the end user of the product who not only consumes the product but also gives the feedback to the company. The Oneplus marketing strategy has made all the difference in its success as compared to its contenders a big market share and win

the hearts of the consumers. Since the phones were not easily available and one could only get it after the invite, you have to attempt more and more to get it. Oneplus is a Chinese brand based in Shenzhen, is a smartphone manufacturer. It was founded by patellae (CEO) and carl pei in December 2013. The company officially serves 34 countries and regions around the world as of July 2018. They have released numerous phones, amongst other products like headphones, power & cable (Mobiles). The company's aim is to design a smartphone that would give user high-end quality with a lower price than other phones in its class (premium segment). Oneplus India launched its first mobile handset, the Oneplus One, on 23 April 2014, in India exclusively through Amazon, Oneplus also announced its plans to establish a presence through physical stores (Brick & Mortar), with plans to have 25 official walk-in service centres across India. Oneplus mobiles are among few cell phone manufacturers which is positioning its brand very high in the mind of consumers.

COMPANY PROFILE:

At one plus, they follow a simple philosophy: "NEVER SETTLE" which illustrates their will to disrupt the way companies design and build mobile devices. Unlike other manufacturers, they don't see a smartphone as a list of tech specs and features. They focus on delivering the best end-user experience on a day-to-day basis. To do so, their approach integrates three main elements: people (desirability), technology (feasibility) and business (viability). Every day, their people bring this philosophy to life. The leaders search for the brightest talent from around the world, and give them the resources they need to be the best at what they do. The result is that all of its products from memory chips that help businesses store vital knowledge to mobile phones that connect people across continents have the power to enrich lives. And that's what making a better global society all is about. Everything done has to improve the phone. The actual experience in day-to-day use has to get better. Lau explained that "we will never be different just for the sake of being different. The company showed its first phone, the OnePlus One, on 23 April 2014. It intended to capture the market from the Google Nexus series.[10] In December 2014, with the release of the OnePlus One in India exclusively through Amazon, OnePlus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centers across India. According to market research firm Counterpoint Research, OnePlus topped the Indian premium smartphone market last year with a 33 percent share, beating Samsung Electronics with 26 percent. In the IDC survey, OnePlus ranked third in India's market with more than \$500 in the first quarter of this year after Apple and Samsung Electronics. And it ranked second after China's Vivoin the 300-500-dollar market.

REVIEW OF LITERATURE:

Androulidakis ; G. Kandus (2011) correlated the brand of mobile phone users' security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is categorization of arrears, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

Nasr Azad; Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

Fred Robins, (2003) analyzed that the marketing of the next generation of mobile phones. It begins with comments on the state of the telecom industry and draws attention to elements of technological and product convergence, highlighting the point that while industry convergence on digital technology is a fact, today's mobile telephony marketplace nonetheless characterized by three generations of technology and the latest generation, 3G, embraces three related but competing standards. The research examines 2G, 2.5G and 3G developments around the world and identifies factors relevant to the marketing of 3G, including recognition of geographical and user diversity and the consequent need for marketers so keep these various user perspectives in mind. However, customer desire for personalization, including personalized 3G services, are important features of the marketplace, as will be the availability of simple, secure payment systems.

SCOPE OF THE STUDY:

The main aim is to examine the different factor influencing the customers towards One plus mobile. This help to understand the literacy level of customers who purchase One plus mobile. It helps to know the customers satisfaction level of One plus mobile. Opportunities are potential areas where the firm chain identify potential for growth, profits, and market share. Lowering of the cost of new product launches through third party retail partners and dedicated social network. Oneplus Smartphone can use the emerging trend to start small before scaling up after initial success of a new product. I increasing customer base in lower segments As customers have to migrate from un- organized operators in the Marketing. Mobile, Organizational culture. Social platforms industry to licensed players. It will provide Oneplus Smartphone an opportunity to penetrate entry level market with a no-frill offering. Trend of customers migrating to higher end products It represents great opportunity for Oneplus Smartphone, as the firm has strong brand recognition in the premium segment, customers have experience with excellent customer services provided by Oneplus Smartphone brands in the lower segment. It can be a win-win for the company and provides an opportunity to increase the profitability. Local Collaboration - Tie-

up with local players can also provide opportunities of growth for the Oneplus Smartphone in international markets. The local players have local expertise while Oneplus Smartphone can bring global processes and execution expertise on table. Global markets yet to be penetrated -one plus is not yet present in all the global markets. Thus It has the opportunity to expand its network and delivery efficient services to the customers in areas not yet explored. Software and hardware innovation- development in hardware and software provides opportunity of growth for the one plus mobiles.

OBJECTIVES OF THE STUDY:

Primary objectives

- To study the effectiveness of the marketing strategies of OnePlus India Pvt Ltd

- To analyse the taste, brand preferences and customer satisfaction level.

Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame.

In other words, marketing objectives are the marketing strategy set in order to achieve the overall organizational objectives.

Oneplus Marketing has become one of the best marketing strategies by interconnecting with its audience from social media and by promoting itself on some of the series on Netflix.

Secondary objectives

- To determine whether there is a significant difference between preferences for features of smart phones on the basis of gender.

- To study the presence of company in the market.

- To identify the factor influencing customer to buy oneplus mobile phones.

- To know the level of satisfaction in oneplus mobile phone.

- To identify the problems faced by the customer of oneplus mobiles phones.

- To the price competitiveness of One Plus mobile phones in overseas markets

LIMITATIONS OF THE STUDY:

Although sincere efforts have been made to collect the maximum information from the respondents, but even then the report is subject to following limitations.

In this project, I have tried to present facts with figures penetrating to my survey skills it has some limitation which are there in this project need identification

The sample survey is done on a very small number of people thus the results drawn may be different from the opinion of the universe.

Some people were not at all cooperative.

Lack of time and other resources as it was not possible to conduct survey at large level.

RESEARCH METHODOLOGY:

Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods. Inductive research methods are used to analyse the observed phenomenon whereas, deductive methods are used to verify the observed phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research.

Research methodology

Research methodology is the way in which research problems are solved systematically. It is a science of studying how research is conducted scientifically. The term research is also used to describe an entire collection of information about a particular subject: Research is defined applications in the investigation of manner human activity based on intellectual Business research can be defined as a systematic and objective process of gathering recording and analysing data that provides information to guide business decision.

DATA COLLECTION:

Data collection includes the type of data & the source of data that we used while doing a project. The data is collected from both primary and secondary sources.

Primary Data

Questionnaires for in-depth discussions with various respondents to be interviewed during primary survey were designed during this phase. List of contacts were also prepared during this phase. This involved in-depth face-to-face discussions using semi-structured questionnaires with various respondents.

Questionnaire

A question name is prepared to examine the study on Oneplus Smartphone. The language of questionnaire should be so simple & easy so that everyone can answer easily. These questions has helped me to study the preferences of consumer. Secondary data

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science include censuses. information collected by government departments, organizational records and data. that was originally collected for other research purposes collected by the investigator conducting the research.

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher- quality databases that would be unfeasible for any individual researcher to collect on their own.

SAMPLING DESIGN:

A sample design a definite plan for obtaining a sample from a given. population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down. The number of items to be included in the sample i.e., the size of sample. Sample design is determined before data are collected.

The process of selecting the right individuals, objects or events for the study is known as sampling

Sampling involves the study of a small number of individuals, objects chosen from a large group

Sample design

It should have Efficiency, Flexibility, and Reliability.

My sample size is of 122 people those are using the OnePlus

Sample unit

In this, the target population that will be sampled. Once the sampling unit is determined sampling frame has to be prepared so that each and every one in the target population has an equal chance of being sampled.

Sample technique

This is the type of technique that one uses to select the items for the sample. The sampling method that I have used in JUDGEMENT SAMPLING. Which is a type of Non Probabilistic sampling.

RESEARCH SCOPE

OnePlus, the country's second largest premium smartphone maker, is in talks with local manufacturers for sourcing components as it looks to keep costs low and insulate from duty hikes. Vikas Agarwal, OnePlus' general manager for India, said the company's local unit is now assembling the entire portfolio of smartphones, and that it wants to move deeper into the Make in India strategy since government policies are clear that duties and taxes will be favourable for local producers.

The government raised the duty on imported smartphones twice in the last three months from 10% to 20% a move that forced brands like Apple to increase iPhone prices by over 6%. However, one model the iPhone SE escaped the price increase as it's assembled locally

According to Agarwal, most premium phone brands in India are in a chicken- n-andegg situation since they do not have sales volume to justify local assembly, except the entry-level models.

India is the largest market for OnePlus, having accounted for over 35% of its global sales of \$1.4-billion in 2017, when its global sales had doubled.

CONCLUSION:

With respect to the above study and the findings thereby are that the company has definitely entrenched into the urban market.

With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over.

Customer Service and Satisfaction are of utmost important in this highly Competitive market

Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market

Constant Investment in R&D will help an Organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction.

Brand Recall is of utmost importance and the Company should make efforts to increase the same.

Exclusive showrooms are of utmost importance and so the required investment should be done to expand for the same.

Merchandises play an important role in extensive advertising and so the same should be innovated every now and then to take advantage of mass appeal.

Picturization techniques can be improved by appointing more professional and so the investment for the same is proposed.

Over all it's the product features that attracts different segments of the population. Overall, Oneplus' marketing strategy has helped it reach the top level. It has become the no. 1 smartphone with the launch of One plus Six series. It does have the potential of becoming the "future brand" of the nation as India has the largest number of tech geeks in the world. One plus' mission-"Our mission is to share the best technology built hand-in-hand with you" has helped it provide QUALITY at low mass appealable prices making its marketing strategy a very SMART approach

A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASURES

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ABSTRACT

The project has been done in AKCT- CHIDAMPARAM COTTON MILL in Aarpakkam. The title of the project is “A STUDY ON EMPLOYEE WELFARE MEASURES”.The project on employee welfare and safety measures reveals that, one of the major problems is welfare and safety in our industry. Welfare and safety is the practice or habit of one who habitually stays away from work. Employees welfare and safety is a serious problem for management because it involves additional expenses. Welfare and safety hinders planning, production, efficiency and functioning of the organization. In fact high rates of Welfare and Safety affect an organization’s state of health and also supervisory and managerial effectiveness.

NEEDS OF THE STUDY

To understand the extent to which the welfare and safety measures are provided by (AKCT-CIDAMBARAM COTTON MILL) towards their employees.

To know the level of awareness of employees about the various welfare and safety measures provided to them.

To study how the welfare and safety measure facilities provided help in increasing the services and job satisfaction.

To learn how welfare and safety service provided to employees help organization to build up stable Work force by employee welfare measures.

To offer useful suggestion for improving the effectiveness of welfare safety measures.

To recognize the important of welfare and safety measure for (AKCT- CIDAMBARAM COTTON MILL) employees in achieving the organizational goals.

OBJECTIVES OF STUDY

PRIMARY OBJECTIVE:

The main objective of the project is to determine the cause for employee safety and welfare measures of the workers in (AKCT-CHIDAMPARAM COTTON MILL) at Aarpakkam.

SECOUNDARY OBJECTIVES:

To study the existing welfare facilities offered to the employee.

To know the employee opinion about the present welfare facilities.

To study impact of welfare on employee's performance.

To find out the utilization of welfare measures facilities by the employee.

To find out the level of satisfaction of employee with regard to employee welfare measures facilities.

To study the awareness of the workers about welfare measures in the work place.

SCOPE OF THE STUDY

The study is extended to the employee in (AKCT -CHIDAMPARAM COTTON MILL) which forms the universe of the study The study covers only some department employees working in the organization. The welfare and safety measures studied include both statutory and non-statutory welfare measures. It also includes a study on issues like grievance handling and working environment.

THE STUDY EMPHASIZES IN THE FOLLOWING SCOPE:

To identify the employees level of satisfaction at (AKCT CHIDAMPARAM COTTON MILL).

The study is helpful to the management in taking managerial decisions.

The study as a scope of knowing about various activities carried out by HR department for the satisfaction and welfare of the employees.

LIMITATIONS OF THE STUDY

The study had been done during the working hours. Hence it is not possible to cover all the department of the organizations.

As employees are afraid of their superior, most of them are not interested in disclosing their opinions perfectly.

Time was a major constraint as the mentioned period of study is not enough to gather in-depth information.

Some of the respondents have expressed difficulty in answering the questionnaire.

The result cannot be generalized to entire population in the organization.

FINDINGS

70% of the respondents are male.

45% of the respondents are 36- 45.

54% of the respondents are diploma.

35% of the respondents are 1-2 years.

36% of the respondents are 5-10 years.

56% of the respondents are agreeable.

40% of the respondents are acceptable.

78% of the respondents are yes.

51% of the respondents are medical.

44% of the respondents are heavy.

43% of the respondents are health insurance.

77% of the respondents are monthly.

44% of the respondents are annually.

49% of the respondents are monthly.

SUGGESTIONS

Welfare is one of the important activities of the personal department in all organization.

The organization should improve the type welfare measures such as work injury insurance and health insurance for the employees.

A welfare facility like canteen food menu has to be change the organization.

Satisfied with the hygienic conditions of working place in the organization.

Promotion and allowance should be providing to the employees based on their performance rather than their experience.

Satisfied with rest room and cafeteria facility provided by the management.

A STUDY ON EMPLOYEE MOTIVATION

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ABSTRACT

Management's basic motivation is the effective utilization of human resources for achievements of organizational objective. The personnel management is concerned with organization human resources in such away to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs in a direction that is satisfying to the latent needs in employee and hams them in a manner that would be function for the organization. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivation his subordinates or to create the will to work .A manager has to make appropriate use of motivation to enthuse the employee to follow them

OBJECTIVES OF THE STUDY

PRIMART OBJECTIVES

To study on the level of employee job satisfaction in AKCT-CHIDAMBARM COTTON MILL

SECONDARY OBJECIVES

To measure the employee job satisfaction level in AKCT- CHIDAMBARM COTTONMILL

To identify the factor the motivation the employee.

To study the employees suggestion about their company.

To study on level of satisfaction in our work.

To study on satisfaction our heath been fits.

SCOPE OF THE STUDY

The study is consumed with familiarization with various aspects in the organization and the study also help to understand the various motivation technique used in cotton mill. The study provides a wide scope which can provide hand on experience with regard to various business practices existing in the organization. It also helps to bridge the gap between theory and actual practice of management.

NEED OF THE STUDY

Specific work environment.
Provision of welfare and safety measure.
Capacity of an individual.
Targets or other of yardstick to measure one's performance.
Compensation package.

LIMITATION OF THE STUDY

The study was limited up to a number of employee and does not adequate information
Incomplete response from the respondents was a major limitation.
Some employee was not ready to cooperate in completing the interview.
Lack of time period was another limitation of the study.
Date was collected only form the permanent workers
The survey was done during the working hours

FINDINGS

54% of the respondents are Male.
34% of the respondents are 26-30 years of Age.
67% of the respondents are Unmarried and Married.
38% of the respondents are education qualification is Diploma.
32% of the respondents are Working organization for 5-10 years .
40% of the respondents are Working organization for Highly satisfied.
35% of the respondents are motivation the employees for Strongly agree and Agree.
44% of the respondents are support from the HR Department for Satisfied.
51% of the respondents are work load for Inadequate.
80% of the respondents are health benefits for YES
49% of the respondents are environment for _____ Comfortable.
38% of the respondents are motivation for Financial rewards.
38% of the respondents are supervisor for GOOD
39% of the respondents are motivation in Bored for Low salary.
43% of the respondents are You most motivation talks for Promotion.
41% of the respondents are influence your Influence.

SUGGESTION

AKCT –CHIDAMBARAM COTTON Motivation Employees. Motivation of employees can still be increased so as to increase the efficiency and satisfaction of work. Some of the areas that can be improved are:

Employee-employer relation: The employer should make effort to the employees and share his/her view on various topics. Employer should and encourage and support the employee.

Employee – employee relation: Only a few of the of employees trust their co-workers, therefore this area needs improvement. Group activities should be encouraged more so that employees can work together and thus strengthen their relation. More informal gatherings should be encouraged so that can know each other

Few of the employees are not satisfied with the lunch breaks, rest breaks provided it can be extended.

Some of the employees are not satisfied with the relationship between the top management they should be free to speak with their employees.

A STUDY ON EMPLOYEE ABSENTEEISM

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ABSTRACT

All successful companies build strong relationship with their customer in a complete place where business complete for customer satisfaction is seen as a key differentiation increasing has become a key element of business strategy .This project study on customer satisfaction after sales service at EMPLOYEE ABSENTEEISM in Pondicherry helpful to identify the satisfaction level of customer. The main objective of the project is to identify the service provided and satisfaction level after sales it contains 25 question and survey was done with the customer of EMPLOYEE ABSENTEEISM. This survey has analyzed on the basic of three statistical tools us percentage, weighted average and chi-square. Through analysis and finding, it is found that the majority of the customers satisfied with the present service. The recommendation such as, the waiting time has to be minimized and balance of the work place has to be enhanced. Finally, this project concluded that the satisfying with the service better customer service will help the organization be more efficient, quality service, and increase profit.

NEEDS OF THE STUDY

Absenteeism is a habitual pattern of absence from a duty or obligation. Traditionally, absenteeism has been viewed as an indicator of poor individual performance.

As well as a breach of an implicit contract between employee and employer, it was seen as a management problem, and framed in economic or quasi-economic terms.

More recent scholarship seeks to understand absenteeism as an indicator of psychological, medical or social adjustment to work.

As result, many employees feel obliged to come to work while ill, and transmit communicable disease to their co-workers.

This leads to even greater absenteeism and reduced productivity among other workers who try work while ill.

Work forces often excuse absenteeism caused by medical reason if the employee provides supporting documentation from their medical practitioner.

OBJECTIVES OF STUDY

To identify the reasons for absenteeism in ITC VELL BISCUITS PVT LTD.

To measure the employee absenteeism for level in ITC VELL BISCUITS PVT LTD.

To identify steps required to decrease the of absenteeism.

To study, employee working conditions ITC VELL BISCUTIS PVT LTD.

To identify factors that motivates the employees, which minimize absenteeism.

To study major causes in ITC VELL BISCUTIS PVT LTD.

SCOPE OF THE STUDY

The study is conducted to know the various levels and for absence of employees in an organization.

One can adopt corrective measures to decrease irregularities in the organization, leads to organizational growth.

LIMITATIONS OF THE STUDY

The study is confined to only a limited area.

The limited number of respondents.

The time involved in the study is too snort.

Other employees will have to do excess work which will lead to decrease morale of employees.

Manager will have to spend excess time on the discipline or may find the replacement employees.

FINDINGS

65% majority respondents are of the gender is Male.

70% majority respondents are married.

50% majority respondents are of the years of experience is above 3 years.

40% majority respondents are of the opinion of the job is heavy work load.

60% majority respondents are of the leave period of the employee is 1 day.

40% majority respondents are of the action against absenteeism is sometimes.

65% majority respondents are of the work-life balance.

35% majority respondents are of the effect of absenteeism is causes work stress.

50% majority respondents are of the reason for long absence is working dissatisfaction.

35% majority respondents are of the reason for taking a leave is poor working condition.

SUGGESTIONS

Form the overall study, it was found the employee is satisfied with the present service. The company can follow this continuously.

Majority of the employee factors avoiding taking because leaves is incentives and bonus based on performance.

Employee effect of absenteeism reduced in causes work stress.

The relationship with your superior because highly satisfied in the employee.

Majority of the employee is never satisfied with your work

Co-working relationship is excellent in the organization

STUDY ON JOB ROTATION OF THE EMPLOYEES

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ABSTRACT

Management's basic motivation is the effective utilization of human resources for achievements of organizational objective. The personnel management is concerned with organization human resources in such away to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs in a direction that is satisfying to the latent needs in employee and hams them in a manner that would be function for the organization. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivation his subordinates or to create the will to work. A manager has to make appropriate use of motivation to enthuse the employee to follow them..

NEEDS OF THE STUDY

To understand the extent to which the Job Rotation process are provided by (AKCT - CHIDAMBARAM COTTON MILL) towards their employees.

To know the awareness of job rotation.

To study employees level of satisfaction which result from job rotation.

To understand the analytical and rational development of decision making capacity of employees.

To know whether job rotation is institutionalized or not in the Organization

SCOPE OF THE STUDY:

This study helps the organization to understand the pros and cons of job rotation like- Employees perception about Job Rotation.

Their attitude (Both negative and positive) towards Job Rotation.

Employees willingness to take up changes in Jobs they perform.

Its effect on productivity and motivation of employees.

This study also helps us to understand:

Understand the process of Job Rotation.

Pros and Cons of Job Rotation.

Effect of Job Rotation on Job Satisfaction, Employees Motivation.

The organization in a wider perspectives.

OBJECTIVES OF STUDY

PRIMARY OBJECTIVE: The main objective of the project is to determine the cause for employee Job Rotation of employee in (AKCT - CHIDAMBARAM COTTON MILL) at Aarpakkam

SECONDARY OBJECTIVES:

To increase the awareness of Job Rotation.

The psychological objective is to study employees level of satisfaction from job rotation

To understand the analytical and rational development of decision making capacity of employees.

To know whether job rotation is institutionalization or not in the organization.

To know the employees involvement in decision making, problem Solving, sharing etc.

LIMITATION OF THE STUDY

Chances of bias the mind of employees.

Emotional attachments may lead to bias filled answer.

Less reliable and valid than tests of mental ability.

The research study is limited to a small sample size.

The study is confide only to employees of AKCT - CHIDAMBARAMCOTTON MIL

FINDINGS

- ☐ 52% of respondents are workers
- ☐ 53% of respondents are exceptionally satisfied
- ☐ 90% of respondents are yes
- ☐ 54% of respondents are horizontally
- ☐ 39% of respondents are highly satisfied
- ☐ 54% of respondents are yes
- ☐ 65% of respondents are yes
- ☐ 38% of respondents are yes
- ☐ 30% of respondents are satisfied
- ☐ 46% of respondents are can't say
- ☐ 46% of respondents are yes
- ☐ 54% of respondents are yes
- ☐ 39% of respondents are satisfied
- ☐ 60% of respondents are yes
- ☐ 64% of respondents are yes

SUGGESTIONS

It has been noticed that during the initial stages of career while posting an officer at 1st level has not create any mechanism for overall knowledge development in a particular discipline during the first 8 years of his/her career the officer needs to be rotated in at least 3 different categories of the job categories for that particular discipline. This can be done at work center level under the overall supervision of the head of that asset/ basin/ plant / services. In certain cases it may require transfer even before the minimum number of years at any work center,

which may be done at the option of the concerned employee as envisaged in Especially for Geophysics in the area of acquisition, processing and interpretation.

FINANCIAL ANALYSIS OF INFOSYS LIMITED

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ABSTRACT

Infosys turned into registered as Infosys consultant's private limited on 2nd July 1981. Infosys is probably world leader in subsequent technology virtual offering and consulting. The foremost objective of this study is to figure out the firm's liquidity and profitability position by using ratio analysis tool. This study is prediction upon the secondary data extracted from the annual report for the INFOSYS Limited. The financial statement of INFOSYS limited are collected over a period of 5 years from 2018-2022. Financial overall performance enables in forecasting the short term and long- term period economic role and increase of employer. The monetary function of the agency changed into satisfactory.

KEY WORDS: Financial performance, Ratio analysis, Liquidity ratio, Profitability ratio.

INTRODUCTION

Seven engineers commenced Infosys in 1981 with \$250 in cash in Pune, Maharashtra, India. On July 2, 1981, it truly turned into registered as Infosys consultant's private limited. When the organization have becomes a public restricted enterprise in June 1992, it modified its call from Infosys technologies private limited to Infosys Technologies Limited. In June 2011, it underwent a population Extrude to Infosys Limited. For companies in the banking, insurance, manufacturing, and other different sectors, Infosys gives software development, maintenance, and impartial validation services. Finale, a usual banking device with distinctive modules for retail and commercial enterprise banking, is one of its well-known offerings.

STATEMENT OF THE PROBLEM

The effectiveness of monetary overall performance involves making choices within side the business enterprise the use of a ratio. Evaluation device to understand profitability and liquidity position and to decide whether or not the company is in a function to fulfill their responsibilities well and on time. The project to hand is to investigate Infosys India's monetary overall performance.

OBJECTIVES OF THE STUDY

To study the liquidity position of Infosys Ltd.

To determine the overall efficiency of Infosys Ltd by using profitability ratios.

To study the solvency ratio of Infosys Ltd.

RESEARCH METHODOLOGY

The study is about financial performance so it deals with the secondary data. The data has been collected from annual report of the company. The study covers the period of five

years ranges from 2018-2022. The study employs analytical research design. Tools and techniques Ratio analysis is used in this study for analyzing the financial statement of Infosys Ltd.

LIMITATIONS OF STUDY

The study is based on the data obtained from the annual report of concern.

It does not reflect the current position of the concern.

REVIEW LITERATURE

Dr.P.R.Brindakalyani(2021), A study on financial performance of Infosys limited took a period of 5 years from 2016 to 2020. It was found that market value of the firm were higher to cover the debts of firm. Pattern of the firm remains almost same but there were technological changes for every year.

Dr. Mrs. Vijayalakshmi, J. Nandhini, P.V. Nivashini and G. Pavithra (2019), this study is mainly done to analyze the financial performance of Ashok Leyland Limited for the period of 2014-2018. It is based on the secondary data collected from the annual report of the company.

Anil Kumar Goyal (2020), A study on financial performance analysis of Bharat Petroleum Corporation India" The author uses profitability, liquidity and solvency ratio for analysis of the company's financial performance. The study covers the period of study from 2004-2005 to 2011-2012. It is concluded that the company was unable to even touch the ideal quick ratio during the period of study which may create problem to the short term liquidity.

ANALYSIS AND INTERPRETATION

A) LIQUIDITY RATIO

The following ratios are depends upon the liquidity ratio

1. CURRENT RATIO

The current ratio is a liquidity ratio that measures whether a firm has enough resources to meet its short term obligations. It compares a firm's current assets to its current liabilities.

Current Ratio =Current Assets/Current Liabilities

INTERPRETATION

The current ratio increased in the year 2018 as 3.78 & it is decreased in the following five years from 3.00 (2019) again dropped down 2.09 (2022).

B) PROFITABILITY RATIO

The following ratios are depends upon the profitability ratios.

2. GROSS PROFIT RATIO

The gross profit ratio is a profitability measures calculated as the gross profit ratio to net sales, it shows how much profit the company generate after deduction and cost of revenues.

Gross Profit Ratio =Gross profit/ Net sales*100

INTERPRETATION

The Gross profit ratio increased in the year 2018 as 34.41 & it is decreased in the following 5 years 31.19 (2021) again dropped down in 29.75 (2022).

FINDINGS

The current ratio was approving during 2018-2022.

The gross profit ratio was highest in the year 2018 and lowest in the year 2022.

Net profit ratio is the ratio of after tax profits to Net Sale's, it is high in the period of 2018 and low in the period of 2022.

Operating profit ratio is the ratio of operating profit before interest and taxes to net sales multiplied by 100. It is high in the period of 2018 and low in the period of 2022.

The debt equity ratio indicates that a company is borrowing more capital from the market fund its operations, the debt equity ratio was low in the year 2018 and high in the year 2022.

Interest coverage ratio was indicates low in the year of 2018 and 2019. After 2 years the interest coverage was high in the period of 2022.

SUGGESTIONS

The company can retain profitability position stable by making efficient employment of their available Resources. The management may take proper decisions to maintain their interest coverage ratio, so that they can maintain their interest coverage expenses in long run.

CONCLUSION

On studying the financial performance of INFOSYS LTD, for a period of five years from 2018 to 2022. The study let out that the financial presentation in general is satisfactory. Financial presentation is important for finding the financial strength of the business. Researcher has used to analysis various ratios like liquidity ratio, profitability ratio, solvency ratio to analysis the performance of the company. It could be terminate that the company has been performing well.

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2. Dr. Mrs. Vijayalakshmi, J. Nandhini, P.V. Nivashini and G. Pavithra (2019)," A study on financial performance analysis of Ashoke Leyland Limited", Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 2, ISSN – 2439-5162.
3. Anil Kumar Goyal (2020), " A Study on financial performance analysis of Bharat petroleum corporation limited", ISSN 2231-1009, Volume no.3, January 26,2020 short term obligations. It compares a firm's current assets to its current liabilities.

A STUDY ON EMPLOYEE WELFARE MEASURES

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ABSTRACT:

This paper explores the significance and evolving landscape of employee welfare measures in contemporary workplaces. Recognizing the critical role of employee well-being in organizational success, the study investigates the various dimensions of employee welfare, including health and safety initiatives, work-life balance programs, professional development opportunities, and financial incentives. Through an analysis of current trends and best practices, the paper aims to provide insights into the strategic importance of prioritizing employee welfare and its impact on organizational performance and employee engagement. By understanding the evolving expectations of employees and the implications for employers, businesses can develop comprehensive welfare strategies to attract and retain talent, foster a culture of support and well-being, and drive sustainable growth and innovation in the modern workplace.

KEYWORDS: Employee, Welfare, Welfare State, Facility, Organization, Working conditions, Employers,

INTRODUCTION:

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/forms. Welfare includes the activities that is done for the improvement and comfort of employees and is provided over and more than the wages. Welfare is a broad concept referring to a state of living on an individual or a getup is a desirable relationship with the total environment – ecological, economical and social. Employee welfare includes both the social and economic contents of welfare. Employee welfare Measure the efforts to make life, According to Todd”. ‘Employee welfare means anything done for the comfort and improvement, intellectual or social , of the employees over and above the wages paid which is not a necessity of the industry’.

OBJECTIVES OF THE STUDY:

To Enhance the level of morale of employees.

To Develop a better image of the company in the minds of the employees.

To Enable the workers to live comfortably and happily.

To reduce influence of trade unions over the workers.

To make the workers know that the company takes care of them.

To develop positive attitude towards job, company and management.

To reduce tax burden.

SCOPE OF THE STUDY:

The scope of a study on employee welfare encompasses a thorough examination of various aspects related to the well-being and satisfaction of employees within an organization. This includes analyzing the effectiveness of benefits packages, such as healthcare coverage, retirement plans, and wellness programs, in meeting employees' needs. Additionally, it involves assessing the working conditions and safety measures provided by the employer, along with initiatives aimed at promoting work-life balance and supporting mental health. The study also explores opportunities for professional development and career advancement, as well as factors influencing employee engagement and retention. Furthermore, it considers the legal and regulatory frameworks governing employee welfare practices to ensure compliance. By examining these dimensions, the study seeks to identify areas for improvement and strategies to enhance overall employee welfare and organizational performance.

NEEDS OF THE STUDY:

The constituent elements of Employee welfare include working hours, working conditions, safety, industrial health insurance, workmen's compensation, provident funds, gratuity, pensions, protection against indebtedness, industrial housing, rest rooms, canteens, crèches, wash places, toilet facilities, lunches, cinemas...

TYPES OF WELFARE MEASURES:

1. STATUTORY WELFARE SCHEMES:

The statutory welfare schemes include the following provision.

Drinking Water: at all the working places safe hygienic drinking water should be provided.

First appliances: First appliances are to be provided and should be readily assessable so that in case of any minor accident initial medication can be provided to the needed employee.

Canteen facilities: cafeteria or canteens are to be providing hygienic and nutritious food to the employees.

Changing rooms: adequate changing rooms are to be provided for workers to change their cloth in the factory area and office premises. Adequate lockers are also provided to the workers to keep their clothes and belongings.

Rest rooms: adequate numbers of rest rooms are provided to the workers with provisions of water supply, washbasins, toilets, bathrooms, etc.

2. Non -Statutory Schemes:

Many non statutory welfare schemes may include the following schemes:

Personal health care (Regular medical check-up): some of the companies provide the facility for extensive health check-up.

Flexi-time: the main objective of the flex-time policy is to provide opportunity to employees to work with flexible working schedules.

Flexible work schedules are initiated by employees and approved by management to meet business commitments while supporting employee personal life needs.

Employee assistance programs: various assistant programs are arranged like external counseling service so that employees or members of their immediate family can get counseling on various matters.

LIMITATIONS:

When undertaking a study on employee welfare, it's crucial to recognize certain limitations that may impact the scope and depth of the research. Resource constraints, such as limited budgets or access to data, can restrict the extent to which the study can delve into various aspects of employee welfare. Additionally, the sample size and composition may affect the generalizability of findings, while response bias in surveys or interviews could influence the accuracy of data collected. External factors, including economic conditions and industry trends, may also confound the interpretation of results by influencing employee welfare independently of organizational efforts. Moreover, the subjective nature of assessments and the complexity of organizational cultures further complicate the study's conclusions. Finally, the study may struggle to capture the long-term effects of welfare initiatives or to access comprehensive data on employee welfare practices and outcomes. Recognizing these limitations is crucial for interpreting findings accurately and for informing future research endeavors and organizational strategies effectively.

CONCLUSION:

In conclusion, studying employee welfare is essential for organizations striving to create supportive and productive work environments. However, it's important to acknowledge the limitations inherent in such studies. Resource constraints, sample size issues, response biases, external factors, subjectivity, and data availability challenges are among the key limitations to consider. Despite these constraints, recognizing the importance of employee welfare and striving to address its various facets can lead to improved organizational outcomes and employee satisfaction. By understanding these limitations and leveraging insights gained from the study, organizations can refine their welfare initiatives and create environments where employees thrive, ultimately contributing to overall success.

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A STUDY ON EMPLOYEE AND WELFARE MEASURES

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ABSTRACT

The project has been done in ITC VELL BISCUIT PRIVATE LIMITED in THIRUBUVANI. The title of the project is "A STUDY ON EMPLOYEE WELFARE AND SEFATY MEASSURES". This project on employee welfare and safety measures reveals that one of the major problems is welfare and safety in our industry. Welfare and safety is the practice or habit of being welfare and safety is one who habitually stays away from work. Employee welfare and safety is a serious problem for management because it involves additional expenses. Welfare and safety hinders planning, production, efficiency and functioning of the organization. In fact high rates of welfare and safety affects an organization's state of health and also supervisory and managerial effectiveness. OBJECTIVES OF STADY

PRIMARY OBJECTIVE:

The main objective of the project is to determine the cause for employee welfare and safety measures of the workers in 'ITC VELL BISCUITS PVT LTD' associate at Thirubuvanai, puducherry.

SECONDARY OBJECTIVE:

To study the existing welfare facilities offered to the employee.

To know the employee opinion about the present welfare facilities.

To study impact of welfare on employee's performance.

To find out the utilization of welfare and safety facilities by the employee.

To find out the level of satisfaction of employee with regard to employee welfare and safety facilities.

To Study the awareness of the workers about safety in the work place.

SCOPE OF THE STADY

The study is extended to the employee in ITC VELL BISCUITS PRIVATE LIMITED which from the universe of the study. The study covers only some department employees working in the organization. The welfare and safety measures studied include both statutory and Non-statutory welfare measures. It also includes a study on issues like grievance handling and working environment.

THE STUDY EMPHASIZES IN THE FOLLOWING SCOPE:

To identify the employees level of satisfaction ITC VELL BISCUITS PRIVATE LIMITED

This study is helpful to the management in taking managerial decisions.

This study as a scope of knowing about various activities carried out by HR department for the satisfaction and welfare and safety of the employees.

NEEDS OF THE STUDY

To understand the extent to which the welfare and safety measures are provided by ITC VELL BISCUITS PVT LTD towards their employees.

To know the level of awareness of employee about the various welfare and safety measures provided to them

To study how the welfare and safety facilities provided help in increasing the services and job satisfaction.

To learn how welfare and safety services provided to employees help organization to build up a stable work force by employee welfare and safety measures.

To offer useful suggestions for improving the effectiveness of welfare and safety measures.

To review ITC VELL BISCUITS PVT LTD welfare and safety measures and their usefulness to the workers.

To recognize the importance of welfare and safety measures for ITC VELL BISCUIT PVT LTD employees in achieving the organizational goals.

LIMITATIONS OF THE STUDY

THE FOLLOWING ARE THE LIMITATIONS OF STUDY

The study had been done during the working hours. Hence it is not possible to cover all the department of the organizations.

As employees are afraid of their superior, most of them are not interested in disclosing their opinions perfectly.

Time was a major constraint as the mentioned period of study is not enough to gather in-depth information

Some of the respondents have expressed difficulty in answering the questionnaires. The results cannot be generalized to the entire population in the organization

FINIDINGS

80% of the respondents are Male.

40% of the respondents are age is 36 years.

50% of the respondents are education qualification is HSC.

30% of the respondents are working experience is 4 years above

40% of the respondents are designation of workers.

50% of the respondents are rate of working environment is exceptionally.

80% of the respondents are help to employee welfare measures.

70% of the respondents are flexible working hours.

30% of the respondents are feel cultural.

45% of the respondents are Allowance paid is medical.

50% of the respondents are satisfied ventilation and sanitation measures.

45% of the respondents are neutral promotion policy.

30% of the respondents are special clothing provide health working condition.

60% of the respondents are highly satisfied in drinking water facility

25 of the respondents are special welfare is 1-2 weeks

SUGGESTION

Welfare is one of the important activities of the personal department in all organizations.

Organization should improve ambulance facility regarding services and treatment.

Welfare facility like canteen food menu has to be change the organizations.

Welfare measures regarding recreational facilities should be properly implement by company.

Promotion and allowance should be providing to the employee based their performance rather than their experience.

Insurance measures providing to the respondents should be taken necessary steps.

A STUDY ON 360-DEGREE ENVIRONMENTAL SUSTAINABILITY IN HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

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ABSTRACT:

360-degree Environmental Sustainability in Human Resource Management and Development is a comprehensive strategy that resembles eco-consciousness principles across all aspects of an organization. This approach encompasses not only the operational aspects but extends to employee engagement, resource utilization, and community partnerships. By fostering a culture of sustainability within Human Resource practices, companies can align their workforce with environmentally responsible values. Integrating sustainable practices into talent development initiatives ensures that employees are equipped with the skills needed to navigate a changing environmental landscape. Furthermore, this holistic approach contributes not only to ecological preservation but also enhances employee well-being and organizational resilience. In essence, 360-degree Environmental Sustainability in Human Resource Management and Development serves as a powerful tool for creating a harmonious balance between business growth, employee development, and ecological management.

Keywords: 360-degree, Human Resource, Environmental Sustainability.

INTRODUCTION:

360-degree Environmental Sustainability in Human Resource Management and Development represents an ideal shift in organizational strategy, where a comprehensive commitment to ecological well-being spread through every aspect of an entity. This approach acknowledges that sustainability is not confined to operational practices but extends to the core of human capital management. In today's global landscape, businesses are recognizing the importance to integrate environmentally conscious principles into Human Resource Management and Development to ensure long-term success. This involves not only minimizing the environmental impact of internal processes but also cultivating a workforce that is attuned to sustainable values. By adopting a 360-degree perspective, organizations embrace a holistic framework that addresses environmental challenges while ensuring employee growth. This approach involves the active engagement of employees in sustainable practices, aligning corporate values with ecological responsibility. Strategic talent development programs play a pivotal role, equipping employees with skills to navigate a rapidly changing environmental landscape. Ultimately, 360-degree Environmental Sustainability in Human Resource Management and Development emerges as a transformative force, positioning businesses to

thrive in a world where environmental management and human development are inseparably linked.

OBJECTIVES:

- Build an eco-positive workplace.
- Implement waste reduction strategies.
- Enhance awareness and understanding of environmental issues.
- Build a sense of shared environmental responsibility among people.

SCOPE OF THE STUDY:

- Encompasses entire organizational structure.
- Applicable globally across industries.
- Strategically integrates sustainability.
- Fosters interdisciplinary collaboration.

NEEDS OF THE STUDY:

- To help create a positive reputation of the sustainability practices among people.
- To adapt sustainability practices to attract and retain top talents.
- To help clear communication and knowledge barriers about knowing how people's action affect environment.
- Integration of sustainability practices to achieve innovation and adaptability.

ADVANTAGES AND LIMITATIONS:

ADVANTAGES:

- ❖ Higher satisfaction among people in a workplace.
- ❖ Cost-saving through streamlined, eco-friendly processes.
- ❖ Enhanced compliance and reduced legal risks in a workplace.
- ❖ Increased innovation and adaptability in a changing business scenario.

LIMITATIONS:

- Limited generatability due to a specific sample size.
- Challenges in measuring the true environmental impact.
- Varied interpretations regarding Environmental Sustainability, leading to inconsistencies in evaluation.
- External factors, such as market dynamics influences sustainability outcomes.

LITERATURE REVIEW:

A literature review is a comprehensive study and analysis of scholarly literature, research articles, books, and other relevant sources related to a specific topic or research question. It involves a meticulous examination of existing knowledge to identify key theories, methodologies, findings, and gaps in the research landscape. By providing a historical and theoretical context, a literature review helps researchers understand the evolution of ideas within a particular field. One crucial function of a literature review is to establish the groundwork for a new research project. It accomplishes this by offering insights into the current state of understanding on the chosen subject, allowing researchers to position their work within the broader academic discourse. This contextualization not only highlights the significance of the research but also aids in refining the focus of the study. In addition to contextualization, a literature review serves as a tool for identifying gaps in the existing research.

According to **Robert Costanza and John H. Cumberland**, Environmental Sustainability focuses on maintaining ecological balance while promoting social and economic well-being. According to **Lester R. Brown and Christopher Flavin**, Environmental Sustainability is the pursuit of activities that minimize environmental impact, ensuring the health and longevity of ecosystems.

In the view of **Andrew Bennett**, 3660-degree environmental sustainability within Human Resource Management and Development encompasses the development of environmentally responsible policies, green training programs, and the cultivation of a sustainable workplace.

RESEARCH METHODOLOGY:

Research Design refers to the overall plan or structure that guides a research study. It outlines the framework for collecting, analyzing, and interpreting data to answer specific research questions or test hypotheses. A well-constructed research design helps ensure the validity and reliability of the study's findings by providing a systematic approach to gathering and interpreting information.

SOURCES OF DATA:

Sources of data refer to the origins or locations from which researchers collect information from which researchers collect information for their studies. There are two main types of data sources:

- * Primary Data
- * Secondary Data

PRIMARY DATA:

Primary Data refers to original data collected firsthand by the researcher for a specific research project. This information is directly obtained from the source and is collected with regard to the specific objectives of the study. In this study, questionnaire responses are collected and used as primary data.

SECONDARY DATA:

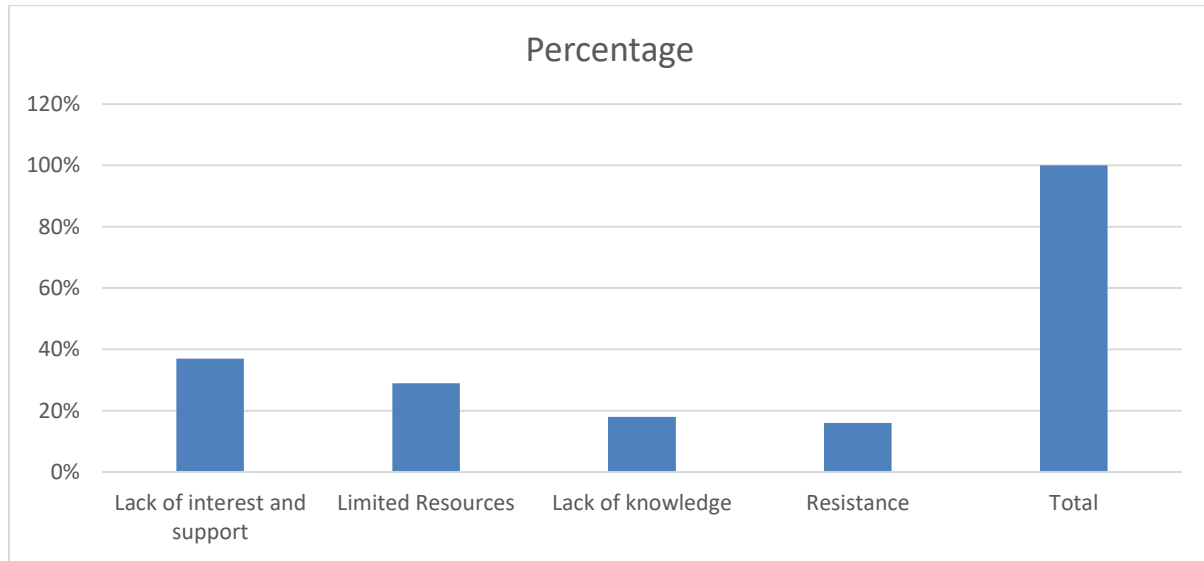
Secondary data refers to the existing data that was collected by someone else for a purpose other than the current research study. Researchers analyze and interpret this pre-existing information for their own investigations. Some common sources of secondary data include Published Literatures, Government Reports, Journals, Newspapers, News Articles, etc.

DATA ANALYSIS:

- 1) Based on personal contribution to environmental sustainability:

Variables	Attributes	Frequency	Percentage
Environmental Contribution	Reuse,Reduce, Recycle	48	40%
	Conservation of Resources	16	13%
	Support eco-friendly products	48	40%

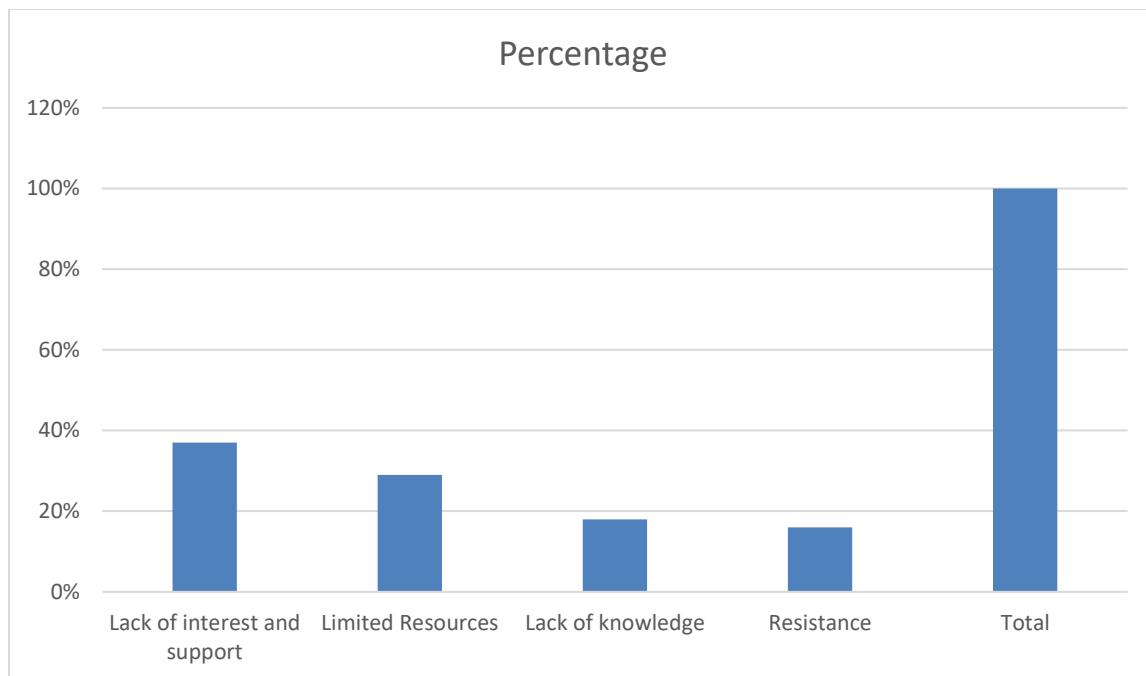
	All of the above	8	7%
	TOTAL	120	100%



INTERPRETATION:

The above table and chart show that an equal amount of 40% respondents contribute to environment through reuse, reduce, recycle practices and by supporting eco-friendly products, 16% respondents contribute through conservation of resources and 8% respondents contribute by doing all of the above-mentioned activities. Based on what people think as barriers to taking care of the environment:

Variables	Attributes	Frequency	Percentage
Barriers	Lack of interest and support	44	37%
	Limited Resources	35	29%
	Lack of Knowledge	22	18%
	Resistance	19	16%
	TOTAL	120	100%



INTERPRETATION:

The above table and chart show that a major of 37% of respondents see lack of interest and support as barrier, 29% respondents see limited resources as barrier, 18% of respondents see lack of knowledge as barrier and 16% respondents see resistance as barrier to taking care of the environment.

FINDINGS:

- The majority (40%) of respondents actively contribute to environmental sustainability by engaging in the triple-R approach: reuse, reduce, and recycle, along with supporting eco-friendly products. Additionally, 16% focus on the conservation of resources, and 8% are committed to all mentioned sustainability activities.
- The primary barriers identified by respondents include a lack of interest and support (37%), limited resources (29%), lack of knowledge (18%), and resistance (16%). These barriers shed light on the challenges faced by individuals in adopting and sustaining environmentally friendly practices.

RECOMMENDATIONS:

- ❖ Address the lack of knowledge barrier by implementing educational initiatives that raise awareness about the importance of environmental sustainability.
- ❖ Develop programs to foster interest and support within communities, encouraging individuals to participate in sustainable practices.
- ❖ Work towards making sustainable resources more accessible, thereby overcoming the limitation of resources as a barrier.
- ❖ Implement strategies to address resistance, such as emphasizing the benefits of sustainability or creating positive social norms around eco-friendly behaviours.

CONCLUSION:

In conclusion, the data highlights a significant percentage of individuals actively contributing to environmental sustainability. However, identified barriers, including lack of interest, limited resources, knowledge gaps, and resistance, emphasize the need for targeted interventions. By addressing these barriers through education, community engagement, resource accessibility, and strategies to overcome resistance, we can promote a more widespread adoption of environmentally friendly practices.

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